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WOMEN'S ATTITUDES toward COTTON and OTHER FIBERS in CLOTHING

STATISTICAL REPORTING SERVICE
U. S. DEPARTMENT OF AGRICULTURE

PREFACE

With the entrance of new fibers and blends into the apparel field, data on reactions of consumers become increasingly important to those concerned with the production and marketing of farm-produced fibers. This report deals with women's attitudes toward fibers in selected items of apparel. It is one of a number of studies on consumer reactions to agricultural products, and is part of a broad program of research designed to aid in improving marketing efficiency and expanding markets for farm products.

This study, an extension of earlier work in this field, should prove of interest and use to producer groups, to manufacturers of women's clothing, to textile mills, and to researchers engaged in developing fiber products more acceptable to the consumer. Much of the data can also serve industry as background for promotional and educational programs aimed at increasing the market for agricultural fibers.

The present study was conducted under the general direction of Trienah Meyers. Esther S. Hochstim designed the survey; consultation and technical advice were provided during the planning stage by the National Cotton Council of America and The Wool Bureau, Inc.

The Interview Research Institute, Division of Market Research Corporation of America, Chicago, Ill., developed the questionnaire, conducted the survey, and prepared a draft of the report under contract with the United States Department of Agriculture.

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H I G H L I G H T S

Opinions About Five Materials

Respondents in the nationwide sample of 2,310 women interviewed for this survey were asked to tell in their own words their general, overall opinions about cotton, nylon, rayon, one of the polyesters (Dacron -- see bottom page 1 for explanation), and cotton-polyester (Dacron) mixed. Their answers indicate that cotton and nylon are the best known of these materials: Only a few of the women did not feel qualified to comment on the desirable attributes of these two fibers, whereas proportions ranging from about one-fourth to one-half did not comment about the other three materials.

Cotton received more favorable mentions for general qualities such as appearance, comfort (chiefly coolness and absorbency), durability, inexpensiveness, ease of sewing or mending, and versatility or adaptability than did any of the other materials. It also rated a little higher than the others in the overall category of care and laundering, but closer examination of the specific remarks under this heading reveals differences in emphasis. Comments about cotton tended to cluster in launderability, ease of washing and ironing, and laundering well, while comments about the newer manmade fibers and the mixture centered around wash-and-wear features and, for nylon, drying quickly. Rayon was the only one of these materials for which a sizable number (1 in 4) did not mention any desirable attributes.

When the women were queried about characteristics of these materials which they didn't like so well, nylon and rayon were the only fibers which were vigorously criticized. The objections to nylon were chiefly discomfort (such as excessive warmth or lack of absorbency, and the effects of static electricity) and lack of durability (such as turning yellow or dingy, and snagging or pulling out at the seams). Rayon was commented on adversely mainly because of lack of durability and difficulties in care and laundering.

Fiber Preferences for Specific Garments

The generally favorable attitudes toward cotton were also apparent in the responses to specific questions about fiber preferences in selected readymade garments. Cotton was the most popular material for the summer apparel studied: A majority of the women who owned summer dresses, blouses,

and skirts liked it best for these items, and although no one material was preferred for summer suits by a large proportion, cotton led the list.

Materials Preferred by 10 Percent or More of the Women Owning the Specified Readymade Garments

Material preferred	Summer garments			
	Dresses	Blouses	Skirts	Suits
	Percent	Percent	Percent	Percent
Cotton	56	59	59	22
Cotton-polyester	15	16	12	--
Linen	--	--	--	18
No preference	6	5	6	13
Percentage of all women owning garment readymade	90	77	53	32

Cotton also rated well for many of the garments worn in other seasons of the year. It led (even though not chosen by a sizable number) for between-seasons dresses, rainwear, and winter blouses, and was runner-up for full-length slips and half-slips or petticoats.

Materials Preferred by 10 Percent or More of the Women Owning the Specified Readymade Garments

Material preferred	Dresses		Slips			
	Between-seasons	Knit	Whole	Petticoat or half	Rain-wear	Winter blouses
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Cotton	18	--	16	26	18	26
Rayon/acetate	11	--	--	--	--	--
Nylon	--	--	57	44	--	11
Acrylic	--	10	--	--	--	--
Wool	12	38	--	--	--	15
Plastic	--	--	--	--	16	--
No preference	14	28	5	6	33	11
Percentage of all women owning garment readymade	56	24	92	72	53	44

Cotton-polyester blended ranked second for summer dresses, blouses, and skirts; linen displaced it in this position for summer suits.

Nylon dominated the picture for both whole and half-slips; wool was the favorite for knit dresses, and was second for between-seasons dresses; rayon/acetate was chosen by as many as 1 in 10 for between-seasons dresses, where it ranked third on the list; plastic was the runner-up in rainwear.

Sizable proportions of the women who owned rainwear and knit dresses did not express a fiber preference; for the other garments studied, most of the respondents having them felt strongly enough to make a choice.

Summer dresses, skirts, and blouses, and between-seasons dresses were the only items studied which as many as one-tenth of the women reported making themselves; cotton was generally preferred for homesewn garments.

Wash-and-wear

Responses to specific questions about wash-and-wear revealed that only 1 woman in 20 felt that wash-and-wear clothes for women were not satisfactory, but 4 in 20 had some criticisms because of what they considered exaggerated claims for such materials. Nylon was the best known wash-and-wear material, but cotton-polyester blends were the most widely preferred. While cotton was thought of as a wash-and-wear material by only a third of the women, almost half that proportion liked it best; the same knowledge-preference ratio held for cotton-polyester.

Dark Cottons and New Cotton Weaves

Two women in every three had clothes made of dark cottons (dresses most commonly). Among reasons given for liking dark cottons were that they were attractive, soil resistant, and adaptable for different seasons. They were criticized by some for showing lint and dust, for picking up lint in laundering, and for special washing requirements.

About a fifth of all women had garments (usually dresses) in new cotton weaves such as tweeds, brocades, and nubby cottons. Because of inexperience with them, most women felt they could not comment about their merits or demerits.

Informal Clothes

Shorts, slacks, jeans, and other very informal clothes were worn by two-fifths of all women when doing their housework or when spending an evening at home alone or with their families. About 15 percent wore such clothes to the grocery store and 10 percent wore them when last they had guests in

for the evening. Only 2 percent wore them on downtown shopping trips or to movie theaters. Such informal attire appeared to be displacing house dresses rather than encroaching upon more formal clothes.

Shopping for Clothes

For each type of clothing studied which they owned readymade, women were asked what were the most important things they looked for when shopping for that item. Although the rank order of general considerations and the detailed comments varied somewhat by garment, appearance and style usually headed the list by a wide margin. The size, cut, fit, and comfort category was generally thought second most important, and care and laundering considerations and concern about fiber content were next in line.

In response to a general question, four women in five stated they had problems in buying their clothes: mainly fitting problems, shortages of clothes in their sizes, and style dislikes.

When speaking of their most recent experiences shopping for dresses, two-fifths affirmed that the material of the dress was very important to them when choosing the garment, and one-fifth denied it was of any importance at all. About half the women consulted labels to determine fiber content; one-fourth said they knew the material by sight or feel. Only three purchasers in eight had discussed the material with the sales person; less than half these respondents credited the clerk with a great deal of knowledge about the material.

WOMEN'S ATTITUDES TOWARD COTTON AND OTHER FIBERS IN CLOTHING

by Margaret Weidenhamer, project director
Statistical Reporting Service

INTRODUCTION

Many and rapid changes have been occurring in the field of textiles: not only the creation of new fibers, but also the development of new methods of processing traditional fibers to increase their versatility and simplify their care. It is important to producers and manufacturers of agriculturally produced fibers to have up-to-date information about consumers' acceptance of these newer fibers and fabrics and about the effects which these innovations may have upon the market position of longer established materials.

The purpose of this project was to collect information on: women's ownership of selected garments, their appraisals of different fibers, their adoption of informal attire for various activities, their problems in buying clothes, and details of their most recent shopping experience.

The women interviewed in this study were representative of all women between 18 and 65 years of age living in private households in the United States. The 2,310 respondents were selected by area probability methods which assured equal opportunity of inclusion for all qualified people. Interviews were made in person at the homes of respondents in May and June 1959.

Every survey in which interviews are conducted with less than 100 percent of the members of the group being studied is subject to some possible sampling variation. For the results of this study, approximate confidence limits for various percentages have been calculated and are shown in the appendix.

Any survey data are also subject, to some degree, to response error; inadvertent misstatements by respondents may occur because of oversights or lack of information. It is especially important to keep this in mind when analyzing data on fiber experience, since faulty recall and difficulties with fiber identification undoubtedly have some influence on the validity of respondents' statements about what materials they have used.

Response error stemming from misconceptions about the fiber content of certain garments would be a major concern if the data were intended to provide estimates of fiber consumption. Since the interest in this study was women's attitudes toward various materials, their impressions about what they have used are the main factor to be considered, and therefore their statements were accepted as given without closet inventories of garments or analysis of fiber contents. However, because it was considered important to minimize errors which could result from respondents forgetting to mention some of the fabrics they had used, or confusing various fiber or trade names, a card listing 22 fibers and blends was provided as a reminder. Generic names were used where it was thought they would be familiar to the women interviewed; trademark names

were used where deemed necessary to avoid confusion. References to the latter were converted to generic names when the data were tabulated. For example, the generic category "acrylic" includes such registered trademarks as Acrilan and Orlon; "polyester" includes such registered trademarks as Dacron. Although rayon and acetate were listed separately on the card, they were later combined because many women do not distinguish between the two; the "rayon/acetate" category also includes registered trademarks such as Arnel.

Description of the survey method, including a detailed discussion of the sample and the estimates of sampling error mentioned above, begins on page 18. Definitions of subgroups of the population are given on page 21, and an index of the detailed tables in the appendix appears on page 22. Those tables are referred to by number in the body of the report. A listing of the questions as they appeared in the questionnaire and the contents of the cards used as interviewing aids completes the report.

SUMMER SKIRTS

Three women in every five reported having at least one separate skirt for summer wear in their active wardrobes. A majority (53 percent) had readymade summer skirts; 1 in 5 had summer skirts which were homemade. Summer skirts were associated more closely with age of the wearers than with other background characteristics studied, ownership declining from 85 percent among women under 30 years of age to 33 percent among women of 50 years and older. 1/ This item was found somewhat more often in the wardrobes of women having high school or college educations, women with upper and middle incomes, those with full-time jobs, and residents in metropolitan areas, than in the wardrobes of complementary groups. (T-1)

NOTE: Complete tabulations of the above findings, showing the detailed results for community size, family income, and other characteristics studied are presented in the appendix. Throughout this report, the T- references are to the complete tables in the appendix.

By far the most commonly reported material in both readymade and homemade summer skirts was cotton, with linen in second place. In material preferences, blends of cotton and polyester displaced linen for second position.

Materials in Summer Skirts: Ownership and Preference

	Ownership		Preference	
	Readymade	Homemade	Readymade	Homemade
	Percent	Percent	Percent	Percent
Cotton.....	90	93	59	83
Linen.....	22	8	6	1
Cotton-polyester.....	14	6	12	4
Rayon/acetate.....	13	5	3	2
Polyester.....	9	1	6	2
	(T-3)	(T-5)	(T-4)	(T-6)

1/ The crossbreaks computed for this study show each background characteristic separately, rather than in combinations, because of the limitations imposed by the numbers of cases involved. Relationships between background characteristics are shown in appendix table 97.

While more owners of readymade summer skirts said that when buying a separate skirt they looked for appearance and style (64 percent) than reported looking for care and laundering features (46 percent), their reasons for particular material preferences gave greater emphasis to care and laundering characteristics. For example, of those who liked cotton best for readymade summer skirts, 84 percent cited care and laundering reasons (chiefly ease of washing and ironing), 43 percent mentioned weight or comfort (mainly coolness and absorption), 31 percent mentioned appearance or style, and 26 percent spoke of its durability. Ease of sewing (41 percent) was second only to care and laundering (60 percent) among the reasons for preferring cotton for homemade summer skirts. (T-2, 7)

SUMMER SUITS

Every third woman in the United States had at least one summer suit, defined as matching jacket and skirt for summer wear. The extent of suit ownership was about the same for women in all age groups, in all types of communities, and for both employed women and those not holding jobs. Women with collegiate backgrounds, however, were much more likely to report owning summer suits (51 percent) and so were those in upper income families (44 percent). Only 4 percent of all women had summer suits which they had made for themselves. (T-8)

Cotton, linen, and rayon/acetate, in that order, were the fibers most often identified by readymade summer suit owners as the materials of which their suits were made. Cotton and linen also headed the list of materials liked best, but rayon/acetate was no more preferred as a suit material than polyester, silk, or cotton-polyester.

Materials in Readymade Summer Suits: Ownership and Preference

	Ownership Percent	Preference Percent
Cotton	35	22
Linen	27	18
Rayon/acetate	17	6
Silk	10	6
Cotton-rayon/acetate	8	4
Cotton-polyester	6	6
Wool	6	2
Polyester	5	7
	(T-10)	(T-11)

(For ownership and preference figures for the few women with homemade summer suits, see T-12).

Two-thirds of the summer suit owners indicate that appearance and style is one of their most important criteria when buying suits, about half mention size, fit or comfort, and not quite a third cite care and laundering. (T-9) Those who prefer cotton mention these three considerations as major reasons for their choice but in reverse order: About two-thirds chose cotton for care and laundering reasons, half for weight and comfort, and almost as many for appearance or style. Women who favor linen for summer suits most often do so for reasons

of appearance and style, although care and laundering, and weight and comfort are also important. (T-13)

SUMMER DRESSES

Virtually all of the women (96 percent) had one-piece summer dresses. Nine in every ten had readymade garments of this type, while three in every ten had summer dresses which they themselves had made. Ownership of summer dresses was much the same among women of all characteristics. (T-14)

Cotton was far and away the leading material in actual use and in preference both for readymade and for homemade summer dresses. Cotton-polyester blends were second in expressed preferences.

Materials in Summer Dresses: Ownership and Preference

	Ownership		Preference	
	Readymade	Homemade	Readymade	Homemade
	Percent	Percent	Percent	Percent
Cotton.....	89	92	56	77
Cotton-polyester...	24	10	15	6
Rayon/acetate.....	22	9	4	2
Nylon.....	19	7	4	1
Linen.....	17	9	3	2
Silk.....	14	7	2	2
Polyester.....	10	4	5	2
	(T-16)	(T-18)	(T-17)	(T-19)

About three-fourths of the owners of readymade summer dresses mentioned such appearance and style factors as colors and designs, simplicity, and becomingness as things they had in mind when buying such dresses. Almost half of the women mentioned the importance of care and laundering features, and about as many mentioned such things as size, cut, fit and comfort. (T-15)

The chief advantage of cotton for readymade summer dresses, according to those women who preferred it, was care and laundering (82 percent), followed by weight and comfort (53 percent), and appearance or style (32 percent). Ease in sewing was accorded second place after care and laundering by women who preferred cotton for homemade summer dresses.

Cotton-polyester blends in summer dresses were chosen for care and laundering features, primarily wash-and-wear or easy washing and ironing, by 91 percent of the minority preferring that blend; 49 percent mentioned appearance and style, referring mainly to freshness and wrinkle resistance. (T-20)

BETWEEN-SEASONS DRESSES

Three-fifths of all women had between-seasons dresses, which were defined as "the kind of dress for wear in the spring or in the fall when the weather is changeable but not too hot or too cold." Most of these were readymade but a tenth of all women had one or more homemade between-seasons dresses. The only

sizable difference in possession of these garments was between college-trained women, 73 percent ownership, and those who had not completed high school, about 55 percent. (T-21)

Smaller differences between the proportions of women mentioning the leading fibers were found for between-seasons dresses than for most other clothing items studied, both in materials in use and materials preferred. Cotton, rayon/acetate, wool, and silk were the chief contenders.

Materials in Between-Seasons Dresses: Ownership and Preference

	Ownership		Preference	
	Readymade	Homemade	Readymade	Homemade
	Percent	Percent	Percent	Percent
Cotton.....	34	49	18	40
Rayon/acetate.	30	22	11	10
Wool.....	24	13	12	10
Silk.....	19	10	9	4
Linen.....	10	8	4	5
Cotton-rayon/ acetate.....	7	7	3	2
Cotton-poly- ester.....	6	7	5	5
	(T-23)	(T-25)	(T-24)	(T-25)

Possessors of between-seasons dresses gave only fifth place mention to care and laundering (15 percent) as one of the main things looked for in selecting such garments, after appearance and style (74 percent), size, fit and comfort (43 percent), material (21 percent), and versatility (19 percent). (T-22)

Still, those women who preferred cotton for between-seasons dresses most commonly gave care and laundering reasons for their choice while those who preferred wool cited weight and comfort most often. For rayon/acetate, reasons related to care and laundering, appearance and style, and weight and comfort predominated; silk was chosen mainly for appearance and style, and weight and comfort. (T-26)

KNIT DRESSES

One woman in four nationally reported at least one readymade knit dress in her wardrobe; home knit dresses were practically nonexistent. Ownership of knit dresses varied progressively from 10 percent of women with grade school backgrounds to 36 percent of those who had attended college, from 15 percent of those in low income families to 35 percent of those with high incomes, and from 15 percent of the oldest group to 31 percent of the youngest group. Employment status and type of community appeared to make little difference in possession of knit dresses. (T-27)

Owners said mainly that they liked knit dresses because they didn't wrinkle and for other appearance and style characteristics (51 percent), for fit and comfort (45 percent), and for versatility and adaptability (39 percent). (T-29)

They disliked them because of durability factors such as losing shape, stretching, and snagging (26 percent), for being too snug, showing bulges, and other appearance and style problems (22 percent), for weight and discomfort (18 percent), and for difficulty in care and laundering (14 percent). (T-30)

Wool continued to be the leading fiber in knit dresses, both in use and in preference, but about a fourth (28 percent) of knit dress owners declined to make a choice of materials.

Yarns or Fibers in Readymade Knit Dresses: Ownership and Preference

	Ownership Percent	Preference Percent
Wool.....	66	38
Cotton.....	15	8
Acrylic.....	9	10
No choice.....	---	28
	(T-31)	(T-32)

Appearance and style, fit, and durability ranked highest among considerations when shopping for knit dresses; those who preferred wool for this garment cited durability, comfort (mainly warmth), and appearance and style as the major reasons. (T-28, 33)

SUMMER BLOUSES

Four women in five had summer blouses, including blouses worn the year around. Most of these women had readymade blouses; about a seventh of all women also had homemade summer blouses. Some steep differentials in ownership were found: from 54 percent of women 50 years of age and older to 97 percent of women under 30; from 58 percent of those with grade school background to 88 percent of those who had been to college; and from 71 percent of the lower income group to 90 percent of the upper income group. (T-44).

Nine owners of summer blouses in every ten reported having cotton blouses and cotton was the dominant favorite, with cotton-polyester second in expressed preferences.

Materials in Summer Blouses: Ownership and Preference

	Ownership		Preference	
	Readymade Percent	Homemade Percent	Readymade Percent	Homemade Percent
Cotton.....	90	93	59	81
Nylon.....	30	7	7	2
Cotton-polyester..	25	8	16	5
Polyester.....	14	4	7	2
	(T-46)	(T-48)	(T-47)	(T-48)

Women reported that in buying summer blouses they looked for sleeve length and other style and appearance features most often (71 percent). Following in importance were care and laundering (41 percent), comfort and fit (39 percent), and material (28 percent). (T-45)

Preferences for cotton in readymade summer blouses were largely based upon care and laundering (77 percent), weight and comfort, chiefly coolness and absorption (52 percent), appearance and style (33 percent), and durability (24 percent). Ease of sewing was inserted in second place by those who preferred cotton for their homemade blouses. Care and laundering, with special reference to wash-and-wear, drip-dry, and minimum-care, was the outstanding attribute (90-96 percent) ascribed to cotton-polyester, nylon, and polyester by the minorities who preferred those fibers. (T-49)

WINTER BLOUSES

A total of 45 percent of the women had winter blouses, including 1 percent who had only homemade blouses and 2 percent who had both readymade and homemade blouses. Much the same patterns of ownership existed here as with summer blouses: from 21 percent of women with grade school educations to 61 percent of those with college educations; from 31 percent of the oldest group to 52 percent of the youngest; and from 35 percent of the lower income group to 57 percent of the upper income group. (T-50)

Cotton, wool, and nylon, in the same order, were the fibers most commonly in use for winter blouses and most frequently preferred for them.

Materials in Readymade Winter Blouses: Ownership and Preference

	Ownership Percent	Preference Percent
Cotton	44	26
Wool	31	15
Nylon	28	11
Silk	15	6
Acrylic	12	7
Rayon/acetate	11	3
Cotton-polyester	10	6
Polyester	8	4
Wool-acrylic	7	5
	(T-52)	(T-53)

Owners of winter blouses also said that they look primarily for sleeve length and other style and appearance features (68 percent). Fit and comfort (37 percent), care and laundering (24 percent), materials (21 percent), and versatility or adaptability (19 percent) were other matters of importance. (T-51)

Cotton and nylon were preferred in winter blouses chiefly for their care and laundering properties (71 and 87 percent), while wool was preferred mainly because of warmth (66 percent). Other characteristics of the three leading fibers were mentioned about equally often for each. (T-54)

PETTICOATS

About three women in four had petticoats or half-slips; very few owned any that were homemade. The major differences in ownership were related to age. Among women under 30 years of age, 86 percent had petticoats, but ownership of these garments tapered to 56 percent among women past their forties. (T-34)

Two-thirds of the petticoat owners had them in nylon while almost half had them in cotton. Preferences for nylon over cotton were expressed in a ratio of five to three.

Materials in Readymade Petticoats: Ownership and Preference

	Ownership Percent	Preference Percent
Nylon	67	44
Cotton	48	26
Rayon/acetate	16	6
Cotton-polyester	10	7
	(T-36)	(T-37)

Style, including simplicity or fanciness as well as opacity, was the most frequently stated consideration in purchasing petticoats (57 percent). Size, cut, fit and comfort followed (43 percent), then materials (34 percent) and care and laundering (25 percent). (T-35)

The chief reasons cited by those women who preferred nylon were: ease of care and laundering (83 percent), and durability (40 percent). Preferences for cotton were related to its weight and comfort, particularly its coolness, absorptive powers, and the fact that it does not cling (69 percent), and to its care and laundering (48 percent). (T-38)

WHOLE SLIPS

About 9 women in 10 had readymade whole slips, and only 1 percent had homemade slips in addition. Differences in ownership among population subgroups were minor. (T-39)

Over twice as many women had nylon slips as had cotton slips while preferences for nylon were expressed more than three times as often as for cotton.

Materials in Readymade Whole Slips: Ownership and Preference

	Ownership Percent	Preference Percent
Nylon	78	57
Cotton	34	16
Rayon/acetate	17	7
Cotton-polyester	10	6
	(T-41)	(T-42)

Essentially the same features looked for in purchasing petticoats and the same reasons mentioned there for nylon and cotton preferences apply to these women's comments about whole slips. (T-40, 43)

RAINWEAR

About three-tenths of the adult female population had raincoats meant to be worn only in rainy weather and about the same proportion had dual-purpose coats (including the 7 percent who had both types of rainwear); this left 47 percent who had neither. Rainwear ownership ranged from 47 percent of the lower income group to 64 percent of the upper income group, from 35 percent of the grade school group to 73 percent of the college group, from 48 percent of the housewives to 66 percent of women employed full-time. (T-55)

The majority of raincoats were of plastic materials, while among those dual-purpose coats for which the owners could identify fiber content cotton was the most commonly used material.

"What material is your raincoat (dual-purpose coat) made of?"

	Raincoats Percent	Dual-purpose coats Percent
Plastic.....	59	---
Cotton.....	12	29
Rayon/acetate.....	4	11
Unknown.....	16	34
	(T-57)	(T-58)

Among women having either type of rainwear, no one material was preferred by as many as 20 percent. Cotton and plastic were the two most favored materials, but one-third of these women had no choice and 7 percent liked a particular material without being able to identify it.

"Of all the materials you know about for rainwear, what material do you like best?"

	Percent
Cotton.....	18
Plastic.....	16
Rayon/acetate.....	5
Cotton-polyester.....	4
Wool.....	3
Cotton-rayon/acetate.....	2
Other.....	12
Unknown fiber.....	7
No choice.....	33
	(T-59)

Among the factors which women said that they would take into consideration when buying rainwear, the one they mentioned most often was water repellency (39 percent), followed by appearance and style (37 percent), versatility (30 percent), and fit and comfort (23 percent). (T-56)

Those favoring cotton for their rainwear spoke of water repellency somewhat less often (22 percent) than they mentioned these other factors: weight and comfort (34 percent), appearance and style (33 percent), adaptability (27 percent), durability (26 percent), and care and laundering (23 percent). Those who chose plastic gave top mentions to its being waterproof (51 percent) and these other features followed: adaptability, especially the fact that plastic can be folded up for carrying (39 percent), weight and comfort (27 percent), and low cost (25 percent). (T-60)

OVERALL LIKES AND DISLIKES FOR MAJOR FABRICS

In addition to their stated reasons for preferring various materials for particular garments, all respondents were asked to state their "general, overall opinions," both likes and dislikes, for five major materials.

In the following summary of answers to the questions about features liked in each material, it may be observed that cotton received more favorable mentions on most general features than any of the other materials. In the detailed table in the appendix, however, cotton received far fewer mentions for quick drying, wash-and-wear, and minimum-care than any other material except rayon. Rayon was the only material which a sizable proportion of the women indicated they didn't like; however, many did not feel qualified to express an opinion about rayon, cotton-polyester mixed, or polyester.

> "... tell me everything you like about rayon (cotton, cotton-Dacron, all-Dacron, nylon)."

Summary of Answers	Cotton Percent	Nylon Percent	Cotton-polyester (Dacron) Percent	Rayon Percent	Polyester (Dacron) Percent
Care and laundering.....	92	80	57	26	35
Appearance and style.....	64	31	33	24	15
Weight and comfort.....	71	30	24	21	10
Durability.....	61	46	21	13	12
Versatility, adaptability....	26	10	4	5	1
Easy to work with.....	20	1/*	2	1	*
Inexpensive.....	17	1	1	5	*
Like it in underwear, slips..	*	15	1	4	*
Don't know, no experience with it.....	1	4	32	24	54
Don't like it.....	*	6	2	26	5

(T-61)

1/ Asterisks indicate less than one percent.

It is important to note that in the following summary of disliked features, the majority (57 percent) of women deny disliking anything about cotton and a third (34 percent) state that they like everything about cotton-polyester blends. Again many women declined to comment about some of the materials.

"Please tell me everything you don't like so well about rayon (cotton, cotton-Dacron, all-Dacron, nylon)."

Summary of Answers	Cotton Percent	Nylon Percent	Cotton-polyester (Dacron) Percent	Rayon Percent	Polyester (Dacron) Percent
Lack of durability.....	7	23	7	40	6
Weight and discomfort.....	2	53	5	12	10
Care and laundering.....	14	8	10	29	5
Appearance and style.....	12	11	3	18	5
Don't know, no experience with it.....	13	9	44	24	63
Do like it.....	57	18	34	12	15

(T-62)

WASH-AND-WEAR

Nylon was the best known wash-and-wear or drip-dry material at the time of this survey, but cotton-polyester blends were preferred by more women than favored nylon. While cotton was named as a wash-and-wear material by only a third of the women, almost half that proportion called it the best wash-and-wear material for women's clothes. The same ratio of "best" ratings to total mentions held for cotton-polyester blends.

"What materials do you think of as being wash-and-wear?"
"What material do you think is best for women's wash-and-wear clothes?"

	Thought of as wash-and-wear Percent	Thought best for wash-and-wear Percent
Nylon.....	68	17
Cotton-polyester.....	50	24
Acrylic.....	47	5
Polyester.....	46	10
Cotton.....	32	14

(T-74)

The most commonly stated general reason for applauding cotton-polyester blends was care and laundering (72 percent), under which summary heading the idea of little ironing or easy ironing predominated (41 percent). The top general reason for saying that nylon was the best wash-and-wear material was also care and laundering (85 percent), but the major specific reason was that it was a true wash-and-wear material which required no ironing. (T-75)

Six women in every seven said that they had some garments in wash-and-wear, lingerie most frequently. Those with higher incomes and the better educated were more likely to own wash-and-wear garments.

"What kinds of clothes do you have in wash-and-wear fabrics?"

	Percent
Lingerie.....	62
Dresses.....	55
Blouses, shirts..	47
Skirts.....	19
None.....	14

(T-76)

Only about 6 percent of all women, both owners and non-owners, said that wash-and-wear clothes were not satisfactory but quite a few, especially in the latter group, did not venture an opinion.

"All in all, would you say that wash-and-wear clothes for women are very satisfactory, satisfactory enough, or not satisfactory?"

	All women Percent	Wash-and-wear owners Percent	Non-owners Percent
Very satisfactory.....	45	49	17
Satisfactory enough.....	31	32	24
Not satisfactory.....	6	6	7
No opinion.....	18	13	52

(T-79)

The chief thing women liked about wash-and-wear materials was, of course, their care and laundering (81 percent). About half of the women (48 percent) said that they had no criticism of wash-and-wear clothes for women. The most common dislikes related to care and laundering (22 percent) with emphasis on exaggerated claims and denial that these materials were true wash-and-wear. (T-77, 78)

DARK COTTONS

Two women in every three indicated that they had some clothes in the dark cottons, dresses predominantly. Higher proportions of women with better educations and from upper income families reported ownership of dark cottons.

Ownership did not vary significantly by age, employment status or type of community.

"Do you have clothes in any of the dark cottons?" (If Yes)
"What kinds of clothes do you have in the dark cottons?"

	Percent
Dresses.....	54
Skirts.....	20
Blouses, shirts...	18
No, have none.....	34

(T-63)

Approximately half of the women who had dark cottons in their wardrobes said that they wore them at all times of the year. For each season except winter a total of approximately 8 in 10 (including year-round users) indicated that they wore their dark cottons. For the winter, reported use declined to 6 in 10. (T-64)

Only 7 percent of the women who had dark cottons indicated dissatisfaction with them but about a fourth of the other women said these fabrics were not satisfactory and a sizable number did not indicate any rating.

"All in all, would you say that dark cottons are very satisfactory, satisfactory enough, or not satisfactory?"

	All women Percent	Dark cotton owners Percent	Non-owners Percent
Very satisfactory.....	34	46	11
Satisfactory enough.....	41	46	32
Not satisfactory.....	13	7	24
No opinion.....	12	1	33

(T-67)

All respondents were asked what they liked about dark cottons: Appearance and style was their most frequently mentioned desirable attribute (47 percent). Care and laundering, especially soil resistance, was second in importance of mention (44 percent), while versatility, notably transitional season wear and ability to dress them up or down, was mentioned by 25 percent. (T-65)

Dark cottons were also most often criticized on the score of appearance (31 percent), especially for picking up lint and dust. Almost as many women (29 percent) complained about care and laundering, particularly picking up lint in washing and requiring hand washing or separate laundering. (T-66)

NEW COTTON WEAVES

Roughly a fifth (22 percent) of all women stated that they had clothes in new cotton weaves such as tweeds, brocades, and nubby cottons. Highest incidence of ownership was reported by college trained women (32 percent) and the upper income group (30 percent). Only minor variations in ownership were found by age, employment status, or community type. Dresses were the most prevalent type of garment in these new cotton weaves. (T-68)

About one-third reported wearing their new cotton weaves all year. A total of two-thirds used them in spring and the same proportion wore them in the summer; somewhat fewer wore them in the fall (59 percent), and their winter use declined to 44 percent. (T-70)

Only 3 percent of all women, owners and non-owners alike, felt that the new cotton weaves were not satisfactory, but about three-fourths of the non-owners did not express opinions.

"All in all, would you say that the new cotton weaves are very satisfactory, satisfactory enough, or not satisfactory?"

	All women Percent	New cotton weave owners Percent	Non-owners Percent
Very satisfactory.....	19	54	9
Satisfactory enough.....	20	38	15
Not satisfactory.....	3	3	3
No opinion.....	58	5	73

(T-73)

Over half of all women did not comment, largely because of inexperience with these materials, when asked to tell in their own words what they liked and disliked about them. The others were pleased mainly with appearance and style (36 percent). (T-71) Only 15 percent offered any criticisms. (T-72) Their comments were mainly about non-durability (7 percent) and appearance and style (6 percent).

ATTIRE FOR SELECTED ACTIVITIES

One woman in seven said that she wore shorts, slacks, or jeans the last time she went to the grocery store, but scarely any reported wearing such garments to shop downtown or to attend neighborhood or downtown movie theaters. Wearing of shorts, slacks, and jeans was more commonly reported in the home except when entertaining guests. (It is possible that a survey conducted during the summer instead of spring would have found higher use of more casual apparel.)

How Women Dressed "the Last Time" for Various Activities

	Dress, suit, skirt, etc. Percent	House dress Percent	Shorts, slacks, etc. Percent	Don't recall Percent
Away-from-home activities:				
Grocery shopping.....	59	24	15	2 (T-80)
Shopping downtown.....	90	5	2	3 (T-81)
Attending movies.....	59	2	2	37 (T-84)
Activities at home:				
Doing housework.....	14	45	40	1 (T-85)
Evening alone or with family.....	28	33	38	1 (T-83)
Evening with guests.....	69	14	10	7 (T-82)

Shorts, slacks, and jeans seemed to be displacing house dresses oftener than more formal types of clothes, and were associated more closely with age of the wearers than with other characteristics. Younger women, those in higher income families, suburbanites, and the better educated were more likely to wear shorts, slacks, and jeans than house dresses for certain activities. To illustrate, here are the proportions of different population subgroups who wore house dresses and less formal clothes for two activities, grocery shopping and housework:

	Grocery shopping		Housework	
	House dresses Percent	Shorts, slacks, etc. Percent	House dresses Percent	Shorts, slacks, etc. Percent
18-29 years of age.....	8	29	18	65
30-39 years of age.....	17	22	32	54
40-49 years of age.....	27	10	53	31
50-65 years of age.....	40	3	73	15
Upper income.....	13	21	30	53
Middle income.....	21	18	41	44
Lower income.....	33	12	57	30
Suburban residents.....	16	22	33	53
Large city dwellers....	23	15	44	40
Small city dwellers....	25	12	47	39
Town and rural.....	26	15	48	37
College trained.....	12	16	33	50
Full high school.....	14	23	33	51
Some high school.....	26	14	47	37
Grade school.....	48	6	72	17
Employed full-time.....	17	16	36	49
Employed part-time.....	25	15	53	36
Not employed.....	26	16	46	38
	(T-80)		(T-85)	

NOTE: The sequence of subgroups in this tabulation is arranged differently than in the appendix tables to clarify the findings.

PROBLEMS IN BUYING CLOTHES

Four women in every five complained of having some problems when buying clothes for themselves. (T-86) They referred to specific fitting difficulties most often (36 percent); in addition, 29 percent said that their sizes were hard to find. Dissatisfaction with available styles was mentioned by 30 percent, high prices by 11 percent and poor workmanship by 8 percent.

In response to another question, a total of 30 percent said that during the last year or so they had wanted something to wear for a particular purpose and just couldn't find what they wanted. In five such cases out of six the garment they were seeking was a dress of a particular type. (T-87)

In still another question on the same general subject respondents were given an opportunity to state how they would change or improve women's clothes if they were designing them. Two-thirds of them made a wide variety of comments; these are the suggestions made most frequently:

> "If you were designing women's clothes, what would you want to change or improve about them?"

	Percent
Fewer extreme styles.....	18
Basic, simple, tailored styles.....	14
Longer skirts, lower hemlines.....	11

(T-88)

RECENT SHOPPING EXPERIENCE

Five women in every eight indicated that they had bought readymade dresses within the last year or so. (T-89) Additional small proportions said that their most recent purchase was a suit (9 percent) or a skirt (8 percent), but since their experiences were much the same, the following discussion centers on the dress purchasers.

A third of the dress purchasers recalled difficulties they had in shopping for their last dress. (T-90) Their most common problems were in finding the right size or fit (14 percent) and in finding the style they wanted (12 percent).

Two-fifths said that the material of the dress had been a very important factor or the most important factor in making their decision while one-fifth denied that it had been of any importance to them and others said that it was of some importance. (T-91) About half said they had learned what the material was from the labels; one in four said they knew it by sight or feel. (T-92)

Three-eighths (37 percent) of the dress purchasers reported talking with the sales person about the material, but fewer than half of these women felt that the clerk knew a great deal about the material. (T-93)

About half of the women who had bought dresses said that they looked them over without the assistance of sales personnel, and a third stated that the sales person was no help at all in making the choice of a dress. (T-94, 95)

This should not be taken as an indictment of the sales people, however, since very few of the women who said the sales person was of no help were critical of this, and two-fifths stated that they didn't want help. Following are examples of services which contributed to statements of other shoppers that the sales person was a lot of help in making their choices:

	Percent
Was helpful, pleasant, courteous.....	66
Helped me find it, brought clothes to me.....	31
Advised me, gave her honest opinion.....	23
Advised me about the material.....	15
Advised or helped with fitting.....	9

(T-96)

APPENDIX

Survey Method and Sampling Error

Findings in this report are based on personal interviews made during May and June 1959 with a nationwide sample of 2,310 women within the age limits of 18 and 65 years residing in private households.

The ability of a sample survey to reflect faithfully the views of a larger population depends in large part on these factors:

1. The sample should be selected as a reasonably representative cross-section of the population under study.

2. Enough people should be interviewed.

3. The interviewing should be conducted skillfully and uniformly.

4. The questions should be meaningful, should be understood by the respondents, and should be as free from bias as possible.

Sample Selection

The households in which the women were to be interviewed for this survey were selected through a stratified, multi-stage, proportionate-to-size system of sampling. The sample places included in the survey were drawn from a two-way stratification of all places by community type (large central cities of standard metropolitan areas, suburban parts of S. M. A. 's, smaller cities, and rural parts of counties) and by geography (States and metropolitan areas) with probabilities proportionate to estimated numbers of households as of January 1, 1955. A total of 100 places were taken with replacement so that a few large centers such as Chicago and Brooklyn Borough of New York City came into the sample more than one time. In all, 8 of the 100 places came in again through such replacements.

The above method of drawing the 100 sample places would have permitted approaching equal numbers of households within each place as of January 1955. It was necessary, however, to make some adjustments to take into account subsequent migration, construction, demolitions and annexations. Numbers of households were projected to May 1959 for each place on the basis of Standard Rate & Data Service estimates. These projections were used to adjust the allocations of numbers of households to be approached within each sample place.

In urban sample places, random samples of pages were drawn from current occupant address listings and a subsample of no more than eight addresses was drawn from each sample page until the allocated number of addresses was obtained. In rural sample places, State highway maps, aerial photographs, or other maps were used. Sample blocks or road segments having about 25 dwelling units each were designated and a random starting point was indicated for approaching no more than eight households (seven households on the average).

Of the approximately 2,750 women of eligible age who were found to be residing at the predesignated addresses, 2,310, or 84 percent, were interviewed.

At least five calls were made in the larger cities and at least four calls were made in the other places when necessary to obtain an interview. No substitutions were made of any women from other addresses.

Sampling Error

The sampling methods used in this survey tend to eliminate personal judgment and interviewer preference from the selection of respondents. Still, the survey is subject to some error because of chance variations in the sample findings from what might have been found if all women had been interviewed. The error due to sampling is affected by the number of people interviewed and the extent of clustering of the interviews.

To provide estimates of the sampling error, four subsamples were taken, each consisting of all the interviews made in a different national set of 25 places, as though four independent surveys had been made. Tabulations of the answers to 25 selected questions were then made and compared for the four subsamples. For example, where 19 percent of the women in the total sample reported having skirts in wash-and-wear fabrics (T-76), the corresponding proportions of reported skirt ownership in the four subsamples were 16, 18, 19, and 21 percent. Variances of the subsamples were computed for each of the 25 questions, and efficiency ratios were developed relative to the sampling errors associated with theoretical, random, unclustered samples of the same size. The median of these 25 efficiency ratios was 1.28, indicating that the sample of 2,310 women was the equivalent of a sample of 1,805 women which might have been obtained through random, unclustered sampling.

This leads to the following basic formula for estimating sampling errors in this survey:

$$\sqrt{\frac{1.28\,pq}{n}} \quad \text{or} \quad 1.13\sqrt{\frac{pq}{n}}$$

where p represents the reported proportion, q is its complement, and n is the number of interviews on which these proportions are based. This formula gives the sampling tolerance at a probability level of two chances in three. Statisticians usually prefer to use the more stringent probability level of 19 chances in 20 obtained by doubling the constant factor (2 x 1.13). The following table gives the tolerances of selected percentages at the two probability levels when the full sample of 2,310 cases is under consideration:

Reported proportion	Chances of being within error range	
	2 in 3	19 in 20
10%	± 0.7%	± 1.4%
20%	± 0.9%	± 1.9%
30%	± 1.1%	± 2.2%
40%	± 1.2%	± 2.3%
50%	± 1.2%	± 2.4%
60%	± 1.2%	± 2.3%
70%	± 1.1%	± 2.2%
80%	± 0.9%	± 1.9%
90%	± 0.7%	± 1.4%

Thus the total number of interviews appears to be adequate in terms of the small sampling errors. These sampling errors due to size of sample and clustered interviews are inconsequential relative to the fact that 16 percent of the women eligible for the survey could not be interviewed. Still, the clothing ownership, experience and opinions of those missing women would have to be drastically different to have much effect on the reported results.

When smaller numbers of women are under consideration, the tolerances increase. The formula operates so that as sample sizes are limited to a fourth of the total number, as when the 578 women from upper income families are under consideration, the error ranges double. The error range can readily be computed by use of the basic formula for any proportion based on any number of respondents.

Interviewing

The field representatives who participated in the interviewing had been selected in person and had been personally trained. Each of them was experienced in general interviewing and non-directive probing. Every interviewer conducted at least two practice interviews with non-sample respondents using the full questionnaire. These practice interviews were carefully reviewed centrally and were returned with detailed criticisms to the field representatives for further study before any of the reported interviews could be made. All of the final interviews were carefully edited for completeness and consistency before they were used in the study.

Questionnaire

Several versions of the questionnaire were drafted and tried out in whole or in part with small numbers of respondents before the forms were designed for pretesting. Pretesting was conducted in and around Chicago, Illinois, and Austin, Texas. The final form of the questionnaire was simplified somewhat as the result of these pretests, the questions were reworded where improvements were needed, and specific probes for additional answers and for clarifications of general responses were inserted. The questionnaire is reproduced as the last exhibit in this report without the check box material, office record information, and free answer spaces.

Explanation of Tables

Tabulations are presented in the order of questioning except that answers to questions about homemade garments (questions 11a-16c) are included along with answers to the prior questions about corresponding readymade garments. Generally the wording used in the actual question, probes excluded, is given as the table heading. The numbers of the questions on which the tabulations are based are shown in parentheses beside the table numbers.

The basic background characteristics for which separate percentagings are shown have the following definitions:

Age of respondents was estimated by the interviewers except in doubtful cases, where the respondents were asked in which age group they belonged.

Income group was based on the respondent's indication of the code letter on a card which corresponded with the total family income before taxes. The "lower" income group reported family incomes under $4,000, the "middle" group reported incomes between $4,000 and $5,999, and the "upper" group indicated incomes of $6,000 and over. A total of 332 respondents did not answer the income question.

The four educational levels are based on the respondent's education as she reported it. "Grade school" includes incompleted as well as completed grammar school. "College" includes any undergraduate work as well as attainment of college degrees. Education was not obtained for 12 respondents.

Employment status was asked in terms of whether the respondent was employed outside the home. The distinction between full-time and part-time employment was made by the respondent.

"Large cities" are defined as incorporated places having 250,000 or more inhabitants as of the 1950 Census. "Large city suburbs" include surrounding small cities and unincorporated areas within Standard Metropolitan Areas of "large cities" as just defined.

"Small cities" represent places of 2,500 to 249,999 inhabitants which are not included in the "large city suburbs". "Town and rural" comprises the rest of the population--those living in towns of fewer than 2,500 people and in rural areas.

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Table 1 (Questions 1a, 11): Ownership of summer skirts

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total -----	41	12	8	39	2,310
Age:					
18-29 years ----------	54	23	8	15	525
30-39 years ----------	44	14	12	30	600
40-49 years ----------	42	9	6	43	573
50-65 years ----------	24	4	5	67	612
Income group:					
Lower ----------	33	11	10	46	736
Middle ----------	43	15	8	34	664
Upper ----------	48	14	7	31	578
Education:					
Grade school ----------	25	7	7	61	487
Some high school ------	41	11	7	41	570
Full high school ------	47	15	8	30	759
College ----------	46	13	9	32	482
Employment status:					
Not employed ----------	38	12	9	41	1,545
Employed full-time ----	51	13	5	31	495
Employed part-time ----	37	12	7	44	270
Type of community:					
Large cities ----------	50	14	4	32	509
Large city suburbs ----	51	13	5	31	331
Small cities ----------	36	11	9	44	602
Town and rural --------	34	12	10	44	868

Table 2 (Question 1b): What are the most important things you look for in buying a separate (readymade) summer skirt? 1/

	Percent	
Appearance and style		64
Pretty colors, patterns, designs	23	
Nice looking, becoming, pretty	17	
Fullness of skirt	16	
Plain, simple, not fussy	14	
Wrinkle resistant, fresh looking	12	
Finish, texture, weave	3	
Stylish, different, expensive looking	2	
Miscellaneous	4	
Care and laundering		46
Easily washed and/or ironed	19	
Can be laundered, no need to dry clean	16	
Wash & wear, drip-dry, minimum-care	12	
Launders well	3	
Soil resistant	2	
Miscellaneous	3	
Size, cut, fit, comfort		32
Fits, hangs well, comfortably cut	19	
Cool, absorbs perspiration	8	
Comfortable	4	
Right length	3	
Miscellaneous	2	
Materials		32
Kind of material, good material (general)	16	
Cotton	15	
Linen	1	
Other fibers or mixtures	2	
Durability		16
Colorfast, nonfading	8	
Stands up well, lasts	6	
Holds shape, doesn't shrink, stretch, bag	5	
Versatility, adaptability		7
Goes well with other clothes	4	
Miscellaneous	3	
Workmanship, well-made		13
Price, inexpensive		8
Miscellaneous		3
Don't know		3
Number of cases		1,219

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 3 (Question 1c): What materials are your readymade summer skirts made of? 1/

	Cotton	Linen	Cotton poly-ester	Rayon/ acetate	Poly-ester	Cotton-rayon	Acrylic	Wool	Silk	Other cotton mix-tures	Miscel-laneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	90	22	14	13	9	5	4	3	3	5	6	6	1,219
Age:													
18-29 years------	94	23	14	12	7	3	3	2	2	7	3	5	404
30-39 years------	91	22	15	13	7	5	5	2	2	4	6	5	347
40-49 years------	86	21	16	15	11	4	4	3	3	5	8	8	292
50-65 years------	82	23	10	13	15	8	6	6	6	5	10	8	176
Income group:													
Lower------------	92	20	9	15	8	3	4	4	4	5	6	8	325
Middle-----------	90	24	15	9	8	6	3	2	2	5	6	5	382
Upper------------	86	21	19	14	10	5	7	4	4	7	6	5	359
Education:													
Grade school-----	92	16	4	15	9	3	4	3	4	4	6	10	159
Some high school	93	22	9	11	9	5	2	4	3	5	5	7	300
Full high school	88	23	16	14	9	6	5	2	2	7	6	6	470
College----------	88	25	21	12	9	5	6	4	4	5	7	4	283
Employment status:													
Not employed-----	90	22	15	11	8	5	4	3	3	6	6	6	771
Employed full-time	89	23	12	18	11	4	5	3	3	6	6	6	316
Employed part-time	92	20	13	15	8	5	5	2	5	3	7	7	132
Type of community:													
Large cities-----	90	27	14	14	11	7	3	3	5	7	6	6	326
Large city suburbs	85	24	19	14	7	4	8	5	3	4	6	4	211
Small cities-----	90	24	16	13	11	6	4	3	2	6	5	6	282
Town and rural---	92	16	10	12	8	3	4	2	2	4	7	7	400

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 4 (Question 1d): Of all the materials you know about for readymade summer skirts, what material do you like best?

	Cotton	Cotton-polyester	Polyester	Linen	Rayon/ acetate	Cotton-rayon	Other cotton mixtures	Miscel-laneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	59	12	6	6	3	2	1	5	6	1,219
Age:										
18-29 years------	67	11	4	5	2	1	2	3	5	404
30-39 years------	60	11	5	6	3	2	2	5	6	347
40-49 years------	53	14	8	7	4	1	2	6	5	292
50-65 years------	52	10	10	6	3	2	1	10	6	176
Income group:										
Lower------------	71	5	7	4	1	1	2	5	4	325
Middle-----------	58	14	6	5	3	2	2	4	6	382
Upper------------	50	16	6	8	5	2	2	6	5	359
Education:										
Grade school-----	71	4	4	4	3	1	-	6	7	159
Some high school	67	8	8	5	1	2	2	4	3	300
Full high school	57	12	6	6	4	1	2	5	7	470
College----------	48	18	5	7	4	2	2	8	6	283
Employment status:										
Not employed-----	60	12	7	6	2	1	2	5	5	771
Employed full-time	56	11	6	6	4	3	2	7	5	316
Employed part-time	62	14	3	3	3	-	2	5	8	132
Type of community:										
Large cities-----	62	12	6	6	2	1	1	6	4	326
Large city suburbs	53	16	5	9	4	2	2	6	3	211
Small cities-----	61	11	8	6	3	2	2	4	3	282
Town and rural---	59	9	6	4	3	1	2	6	10	400

Table 5 (Question 12a): What materials are your homemade summer skirts made of? 1/

	Cotton	Linen	Cotton-polyester	Rayon/ acetate	Cotton-rayon	Wool	Silk	Polyester	Other cotton mix-tures	Miscel-laneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	93	8	6	5	2	2	1	1	3	3	2	462
Age:												
18-29 years------	96	5	6	2	2	2	1	1	3	2	1	162
30-39 years------	96	7	5	6	3	1	1	1	3	4	4	157
40-49 years------	85	10	7	2	2	1	1	1	2	5	-	88
50-65 years------	84	14	7	9	4	-	2	4	11	2	-	55
Income group:												
Lower----------	95	9	8	4	3	1	2	3	4	3	2	149
Middle----------	93	6	5	5	1	1	1	1	4	3	1	155
Upper----------	91	9	6	5	3	2	1	-	1	6	1	119
Education:												
Grade school-----	96	3	3	6	-	-	1	4	4	1	-	70
Some high school	90	9	6	7	4	-	-	2	2	2	3	106
Full high school	93	3	6	4	1	2	1	-	3	5	1	178
College----------	92	17	7	3	5	3	3	1	5	4	2	107
Employment status:												
Not employed-----	93	8	7	4	3	1	1	2	3	3	2	319
Employed full-time	91	10	4	6	2	1	-	-	3	4	-	92
Employed part-time	96	4	6	4	2	6	4	2	4	2	2	51
Type of community:												
Large cities-----	87	9	8	8	1	2	2	-	3	3	-	93
Large city suburbs	95	10	5	5	2	2	2	-	-	5	5	60
Small cities-----	94	7	7	5	4	2	-	3	6	4	3	120
Town and rural---	93	7	5	3	2	1	2	1	3	2	1	189

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 6 (Question 12b): What material do you like best for your homemade summer skirts?

	Cotton	Cotton-polyester	Polyester	Rayon/acetate	Linen	Other cotton mixtures	Miscellaneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any-------	83	4	2	2	1	2	3	3	462
Age:									
18-29 years----------	85	4	1	1	1	3	3	2	162
30-39 years----------	85	3	2	2	1	-	4	3	157
40-49 years----------	79	6	1	1	4	2	3	4	88
50-65 years----------	74	4	4	5	2	4	2	5	55
Income group:									
Lower----------	82	5	4	1	1	1	1	5	149
Middle----------	86	3	1	2	1	3	2	2	155
Upper----------	79	4	1	3	3	2	6	2	119
Education:									
Grade school---------	92	-	5	1	-	1	-	1	70
Some high school-----	81	3	2	3	1	3	2	5	106
Full high school-----	82	5	1	2	1	2	4	3	178
College----------	78	5	2	2	4	1	5	3	107
Employment status:									
Not employed---------	82	5	2	2	1	2	3	3	319
Employed full-time---	84	4	-	1	3	1	4	3	92
Employed part-time---	82	2	2	2	-	2	4	6	51
Type of community:									
Large cities---------	83	3	1	2	3	2	3	3	93
Large city suburbs---	79	3	-	5	3	-	8	2	60
Small cities---------	80	3	4	2	-	2	3	6	120
Town and rural-------	85	6	1	1	1	2	2	2	189

Table 7 (Questions 1e, 12c): Why do you like that material best for your summer skirts? 1/

	Material liked best in readymade summer skirts				Material liked best in homemade summer skirts
	Cotton	Cotton-polyester	Polyester	Linen	Cotton
	Percent	Percent	Percent	Percent	Percent
Care and laundering	84	84	91	34	60
Easily washed and/or ironed	56	44	36	22	36
Launders well	18	8	11	9	12
Can be laundered, needs no dry cleaning	22	4	4	4	15
Wash & wear, drip-dry, minimum-care	4	52	62	3	6
Can be starched, starches well	12	1	-	3	5
Dries quickly	1	6	7	-	1
Soil resistant	2	4	5	1	2
Needs little or no starch	2	2	3	-	2
Can be dry cleaned	2/*	1	-	3	-
Appearance and style	31	53	34	68	35
Wrinkle resistant, fresh looking	19	45	26	33	15
Nice looking, pretty	5	1	5	19	2
Nice finish, texture	3	3	3	4	7
Comes in pretty colors and designs	3	-	-	1	11
Dressy, feminine	*	1	1	10	1
For everyday wear, informal	1	-	1	6	3
Not sheer, not thin	1	2	-	3	1
Cool-looking, summery	1	1	-	3	1
Stylish, expensive looking, smart	*	1	-	4	-
Miscellaneous	1	2	1	1	-
Weight and comfort	43	27	18	39	28
Cool, absorbs perspiration	37	18	13	22	24
Feels soft, does not itch, scratch	2	6	1	3	1
Doesn't cling, bunch, ride up	2	1	1	6	1
Has body	1	1	1	7	1
Light weight	2	3	1	1	*
Hangs well, fits well	1	1	-	4	2
Right weight	1	-	-	4	1
Miscellaneous	2	1	1	4	1
Durability	26	17	23	37	23
Durable, stands up well, lasts	15	6	12	26	12
Holds shape, pleats, doesn't shrink, stretch or bag	6	7	7	17	3
Colorfast, nonfading	9	6	7	1	5
Doesn't fray, pull out at seams, snag	2	-	4	-	6
Versatility, adaptability	5	1	0	4	3
Easy to mend, sew, work with	1	-	-	-	41
Inexpensive	5	1	1	1	12
Inexpensive to care for	2	-	-	1	3
Number of cases	723	141	74	70	381

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

2/ Asterisks indicate less than 1 percent.

Table 8 (Questions 2a, 11): Ownership of summer suits

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ----	31	1	3	65	2,310
Age:					
18-29 years ----------	33	2	3	62	525
30-39 years ----------	27	1	3	69	600
40-49 years ----------	31	2	2	65	573
50-65 years ----------	32	1	2	65	612
Income group:					
Lower ----------	25	1	3	71	736
Middle ----------	29	2	3	66	664
Upper ----------	40	2	2	56	578
Education:					
Grade school ---------	19	1	1	79	487
Some high school -----	25	1	2	72	570
Full high school -----	35	2	2	61	759
College ----------	43	3	5	49	482
Employment status:					
Not employed ---------	29	1	2	68	1,545
Employed full-time ---	35	1	2	62	495
Employed part-time ---	28	2	3	67	270
Type of community:					
Large cities ---------	32	2	2	64	509
Large city suburbs ---	31	1	2	66	331
Small cities ---------	34	2	2	62	602
Town and rural -------	28	1	3	68	868

Table 9 (Question 2b): What are the most important things you look for in buying a (readymade) summer suit? 1/

	Percent	
Appearance and style		68
Nice looking, becoming, pretty	21	
Wrinkle resistant, fresh looking	21	
Pretty colors, patterns, designs	18	
Plain, simple, not fussy	18	
Sleeve length	4	
Finish, texture, weave	3	
Stylish, different, expensive looking	3	
Dressy, fancy	2	
Fullness of skirt	2	
Miscellaneous	6	
Size, cut, fit, comfort		46
Fits, hangs well, comfortably cut	22	
Cool, absorbs perspiration	17	
Light weight	7	
Right weight	3	
Comfortable	4	
Miscellaneous	1	
Care and laundering		29
Can be laundered, no need to dry clean	14	
Easily washed and/or ironed	7	
Wash & wear, drip-dry, minimum-care	5	
Soil resistant	3	
Launders well	2	
Can be dry cleaned	2	
Materials		23
Kind of material, good material (general)	15	
Cotton	4	
Linen	2	
Other fibers or mixtures	3	
Durability		13
Durable, stands up well, lasts	6	
Holds shape, doesn't shrink, stretch, bag	5	
Colorfast, nonfading	3	
Versatility, adaptability		12
For different occasions, can dress up or down	4	
Lasting style	3	
Practical, suitable	3	
Goes well with other clothes	2	
Miscellaneous	2	
Workmanship, well-made		11
Price, inexpensive		9
Miscellaneous		4
Don't know		4
Number of cases	743	

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 10 (Question 2c): What materials are your readymade summer suits made of? 1/

	Cotton	Linen	Rayon/ acetate	Silk	Cotton-rayon	Cotton polyester	Wool	Polyester	Polyester-rayon	Other cotton mixtures	Wool mixtures	Other mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	35	27	17	10	8	6	6	5	3	7	4	6	4	16	743
Age:															
18-29 years------	43	35	12	4	7	5	5	3	1	9	3	3	3	15	185
30-39 years------	39	32	18	5	7	9	3	5	2	5	2	5	4	18	171
40-49 years------	27	26	15	12	9	5	8	6	1	8	4	8	4	15	188
50-65 years------	30	18	24	19	8	4	6	6	5	6	6	7	4	18	199
Income group:															
Lower------------	41	28	22	7	9	2	6	6	3	7	4	2	5	14	192
Middle-----------	34	29	15	8	6	6	4	4	3	5	5	8	4	18	206
Upper------------	29	26	16	13	9	9	8	6	2	8	3	7	2	16	245
Education:															
Grade school-----	30	29	23	8	11	2	4	3	2	4	4	4	5	22	95
Some high school	31	26	22	7	9	2	7	5	4	6	5	3	3	21	146
Full high school	37	30	17	10	8	7	4	5	3	6	3	5	4	15	276
College----------	37	24	13	13	5	9	8	7	2	9	5	9	4	12	222
Employment status:															
Not employed-----	32	28	18	9	7	6	6	5	3	8	4	4	3	17	483
Employed full-time	40	26	17	13	7	6	6	6	1	5	4	10	4	14	178
Employed part-time	37	24	12	11	11	6	5	2	2	6	4	5	6	18	82
Type of community:															
Large cities-----	39	27	15	12	3	6	2	6	4	11	3	7	2	15	172
Large city suburbs	36	32	15	12	7	6	6	5	2	4	3	4	3	12	108
Small cities-----	36	29	19	11	11	5	7	6	2	6	5	6	5	16	217
Town and rural---	30	24	18	7	8	6	6	4	2	7	5	5	4	20	246

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 11 (Question 2d): Of all the materials you know about for readymade summer suits, what material do you like best?

	Cotton	Linen	Polyester	Silk	Rayon/ acetate	Cotton-poly-ester	Cotton-rayon	Wool	Poly-ester-rayon	Other cotton mix-tures	Wool mix-tures	Other mix-tures	Miscel-laneous	Fiber not known	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any--	22	18	7	6	6	6	4	2	2	3	2	3	2	4	13	743
Age:																
18-29 years-----	26	23	5	4	3	4	4	1	1	4	3	2	2	4	14	185
30-39 years-----	23	22	5	5	6	11	4	2	1	3	2	2	2	2	10	171
40-49 years-----	18	17	10	7	6	6	4	4	1	3	2	5	2	3	12	188
50-65 years-----	21	9	8	9	9	4	4	1	5	2	2	3	2	5	16	199
Income group:																
Lower----------	25	21	9	4	6	3	6	3	2	4	1	1	1	3	11	192
Middle---------	20	20	7	5	6	6	2	1	3	2	3	5	3	2	15	206
Upper----------	19	13	6	9	6	9	5	3	1	3	2	4	1	5	14	245
Education:																
Grade school----	22	20	5	5	7	1	8	-	2	1	1	2	3	5	18	95
Some high school	22	17	8	5	8	2	5	4	4	4	1	1	2	3	14	146
Full high school	22	20	8	5	7	8	3	1	1	2	2	3	1	3	14	276
College---------	22	14	6	9	5	9	3	3	2	5	2	5	2	4	9	222
Employment status:																
Not employed----	22	18	6	6	7	6	4	2	2	4	2	2	2	4	13	483
Employed full-time	22	15	10	8	6	6	3	2	1	2	2	7	2	4	10	178
Employed part-time	23	22	7	4	4	7	4	1	4	2	-	-	-	2	20	82
Type of community:																
Large cities----	26	16	6	5	5	7	2	1	2	3	2	6	1	5	13	172
Large city suburbs	19	24	6	8	6	7	2	4	1	2	3	2	3	4	9	108
Small cities----	24	16	6	7	9	4	7	2	2	3	1	4	3	4	8	217
Town and rural--	18	17	8	7	5	7	4	2	2	3	2	1	1	3	20	246

Table 12 (Question 13a): What materials are your homemade summer suits made of? 1/

(Question 13b): What material do you like best for your homemade summer suits?

	Made of	Like best
	Percent	Percent
Cotton	44	39
Linen	27	17
Rayon/acetate	13	7
Cotton-rayon/acetate	12	3
Silk	9	6
Cotton-polyester	6	7
Polyester-rayon/acetate	4	4
Polyester	2	2
Wool	2	3
Other cotton mixtures	8	1
Other mixtures	3	5
Miscellaneous	2	1
Fiber not ascertained	1	--
No choice	--	5
Number of cases	90	90

1/ Percentages in first column add to more than 100 because some respondents reported more than one material.

Table 13 (Questions 2e): Why do you like that material best for your summer suits? 1/

	Material liked best in readymade summer suits		
	Cotton	Linen	Polyester
	Percent	Percent	Percent
Care and laundering	66	47	80
Easily washed and/or ironed	30	15	35
Can be laundered, needs no dry cleaning	26	19	24
Wash & wear, drip-dry, minimum-care-	5	-	45
Launders well	17	8	12
Can be dry cleaned	4	8	2
Soil resistant	3	5	-
Can be starched, starches well	3	-	-
Miscellaneous	1	2	2
Appearance and style	45	64	63
Wrinkle resistant, fresh looking	24	40	49
Nice looking, pretty	10	10	8
Nice finish, texture	11	9	2
Dressy, feminine	1	15	4
Stylish, expensive looking, smart	1	5	2
Comes in pretty colors and designs -	4	1	2
Cool-looking, summery	1	3	-
Miscellaneous	4	2	-
Weight and comfort	51	41	22
Cool, absorbs perspiration	43	30	12
Light weight	1	4	4
Feels soft, doesn't itch or scratch-	2	3	2
Doesn't cling, bunch, ride up	1	2	4
Hangs well, fits well	1	3	-
Right weight	1	3	-
Comfortable (general)	3	3	-
Durability	21	28	28
Holds shape, pleats, doesn't shrink, stretch, or bag	9	18	20
Durable, stands up well, lasts	9	15	12
Colorfast, nonfading	7	2	4
Doesn't fray, pull out at seams, snag	1	1	2
Versatility, adaptability	6	8	2
Inexpensive	4	2	-
Inexpensive to care for	1	-	2
Don't know	-	3	-
Number of cases	163	130	51

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

Table 14 (Questions 3a, 11): Ownership of summer dresses

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ----	66	24	6	4	2,310
Age:					
18-29 years ----------	68	22	4	6	525
30-39 years ----------	66	24	6	4	600
40-49 years ----------	66	25	6	3	573
50-65 years ----------	67	23	7	3	612
Income group:					
Lower ----------	63	24	7	6	736
Middle ----------	67	24	6	3	664
Upper ----------	68	24	5	3	578
Education:					
Grade school ---------	64	22	6	8	487
Some high school -----	68	23	6	3	570
Full high school -----	68	23	5	4	759
College ----------	65	27	7	1	482
Employment status:					
Not employed ---------	64	25	7	4	1,545
Employed full-time ---	76	19	3	2	495
Employed part-time ---	64	26	6	4	270
Type of community:					
Large cities ---------	74	17	4	5	509
Large city suburbs ---	76	18	3	3	331
Small cities ---------	65	27	5	3	602
Town and rural -------	59	28	8	5	868

Table 15 (Question 3b): What are the most important things you look for in buying a summer dress? 1/

	Percent	
Appearance and style		73
Nice looking, becoming, pretty	21	
Pretty colors, patterns, designs	20	
Plain, simple, not fussy	19	
Sleeve length	13	
Wrinkle resistant, fresh looking	9	
Fullness of skirt	7	
Low neckline	3	
Shirt waist	2	
Finish, texture, weave	2	
Cool-looking, summery	2	
Stylish, different, expensive looking	2	
Neckline (general)	2	
Miscellaneous	6	
Care and laundering		47
Easily washed and/or ironed	19	
Can be laundered, no need to dry clean	19	
Wash & wear, drip-dry, minimum-care	11	
Launders well	3	
Miscellaneous	3	
Size, cut, fit, comfort		44
Cool, absorbs perspiration	23	
Fits well, hangs well, comfortably cut	19	
Light weight	2	
Comfortable	2	
Right length	2	
Miscellaneous	2	
Materials		25
Kind of material, good material (general)	12	
Cotton	12	
Man-made fibers 2/	2	
Other fibers or mixtures	2	
Durability		14
Colorfast, nonfading	6	
Stands up well, lasts	5	
Holds shape, doesn't shrink, stretch, bag	5	
Miscellaneous	1	
Workmanship, well-made		12
Price, inexpensive		9
Versatility, adaptability		6
Easy to get into		2
Miscellaneous		2
Don't know		1
Number of cases		2,081

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

2/ Includes polyester, nylon, acrylic, rayon, and acetate.

Table 16 (Question 3c): What materials are your readymade summer dresses made of? 1/

	Cotton	Cotton-polyester	Rayon/acetate	Nylon	Linen	Silk	Polyester	Cotton-rayon	Acrylic	Other cotton mixtures	Other mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	89	24	22	19	17	14	10	7	3	6	6	1	10	2,081
Age:														
18-29 years------	92	21	16	16	17	8	8	5	2	6	4	1	9	471
30-39 years------	92	23	19	14	15	12	9	7	2	6	5	2/*	8	543
40-49 years------	88	28	23	19	19	17	11	8	4	6	8	1	9	517
50-65 years------	86	24	29	27	17	18	13	6	4	4	7	1	14	550
Income group:														
Lower------------	88	19	24	23	17	13	11	7	3	3	6	1	12	637
Middle-----------	91	26	21	18	14	10	9	7	3	6	6	1	8	602
Upper------------	88	28	19	15	20	16	10	8	4	8	6	*	8	533
Education:														
Grade school-----	89	14	27	25	16	14	8	6	4	4	6	1	15	418
Some high school	90	21	24	21	15	10	12	7	3	5	7	1	10	517
Full high school	91	28	19	15	17	12	9	6	2	5	6	*	8	694
College----------	86	31	18	17	20	22	13	8	4	9	5	1	8	442
Employment status:														
Not employed-----	89	24	21	19	16	14	9	6	3	6	6	1	10	1,371
Employed full-time	90	25	23	19	18	16	12	6	3	7	5	*	10	466
Employed part-time	89	20	25	19	16	11	12	9	2	3	5	*	7	244
Type of community:														
Large cities-----	90	24	21	15	19	18	8	7	2	7	6	*	9	466
Large city suburbs	91	26	19	17	17	14	11	7	2	4	4	1	4	309
Small cities-----	88	23	22	21	20	14	11	5	4	5	6	1	14	549
Town and rural---	90	23	22	21	13	11	11	7	4	6	6	*	10	757

1/ Percentages add to more than 100 because some respondents reported more than one material.

2/ Asterisks indicate less than 1 percent.

Table 17 (Question 3d): Of all the materials you know about for readymade summer dresses, what material do you like best?

	Cotton	Cotton-polyester	Polyester	Rayon/acetate	Nylon	Linen	Silk	Other cotton mixtures	Miscellaneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	56	15	5	4	4	3	2	3	2	6	2,081
Age:											
18-29 years------	60	16	4	3	4	2	1	4	1	5	471
30-39 years------	57	18	4	4	2	2	2	4	2	5	543
40-49 years------	53	17	5	4	3	4	3	3	2	6	517
50-65 years------	54	10	5	6	7	3	2	2	4	7	550
Income group:											
Lower------------	59	11	5	4	5	4	2	3	2	5	637
Middle-----------	55	17	5	3	4	1	3	3	4	5	602
Upper------------	51	20	5	5	3	4	1	4	2	5	533
Education:											
Grade school-----	63	5	3	5	4	3	3	2	4	8	418
Some high school-	56	14	5	4	5	3	2	3	3	5	517
Full high school-	55	19	5	4	3	2	2	3	2	5	694
College----------	52	21	4	4	4	3	1	4	1	6	442
Employment status:											
Not employed-----	56	15	4	4	4	3	2	3	3	6	1,371
Employed full-time	55	15	7	5	4	2	2	3	2	5	466
Employed part-time	52	17	5	4	4	4	2	4	1	7	244
Type of community:											
Large cities-----	56	14	2	4	5	3	4	4	3	5	466
Large city suburbs	55	20	4	4	3	3	2	4	3	2	309
Small cities-----	56	16	6	4	3	4	1	3	2	5	549
Town and rural---	57	13	5	4	5	1	1	3	2	9	757

Table 18 (Question 14a): What materials are your homemade summer dresses made of? 1/

	Cotton	Cotton-polyester	Rayon/acetate	Linen	Silk	Nylon	Cotton-rayon	Polyester	Acrylic	Other cotton mixtures	Other mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	92	10	9	9	7	7	5	4	1	5	4	1	4	681
Age:														
18-29 years------	95	9	7	12	4	7	1	2	1	6	2	-	3	140
30-39 years------	91	11	8	8	7	6	7	4	-	6	3	1	4	180
40-49 years------	92	12	12	8	11	7	4	5	2	3	5	1	2	178
50-65 years------	89	9	10	9	7	7	5	3	2	5	5	1	7	183
Income group:														
Lower------------	94	9	10	10	8	5	4	3	1	6	4	-	5	225
Middle-----------	93	10	11	5	8	11	6	4	-	4	2	1	4	201
Upper------------	87	14	9	14	8	6	2	4	2	5	6	1	5	170
Education:														
Grade school-----	93	8	9	5	3	4	5	1	1	4	3	-	3	138
Some high school	93	5	9	4	12	9	3	4	1	5	4	1	7	164
Full high school	93	11	8	9	6	6	6	3	2/*	5	5	*	3	213
College----------	86	16	11	18	9	8	4	7	3	6	3	1	4	163
Employment status:														
Not employed-----	92	11	8	9	7	5	5	4	1	5	4	*	5	486
Employed full-time	89	7	12	10	8	12	4	5	2	9	6	2	4	109
Employed part-time	91	13	12	10	7	10	4	4	1	1	4	-	-	86
Type of community:														
Large cities-----	89	14	11	11	10	6	4	3	2	6	3	1	6	107
Large city suburbs	84	7	13	1	10	9	-	4	1	-	6	1	4	70
Small cities-----	91	10	7	12	9	7	4	5	1	6	4	1	4	192
Town and rural---	95	10	10	8	5	7	6	3	1	5	3	*	3	312

1/ Percentages add to more than 100 because some respondents reported more than one material.

2/ Asterisks indicate less than 1 percent.

Table 19 (Question 14b): What material do you like best for your homemade summer dresses?

	Cotton	Cotton-polyester	Silk	Polyester	Rayon/ acetate	Linen	Nylon	Other cotton mixtures	Miscel-laneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	77	6	2	2	2	2	1	2	3	3	681
Age:											
18-29 years------	74	9	3	1	1	1	4	3	1	3	140
30-39 years------	79	8	1	2	1	1	1	2	3	2	180
40-49 years------	76	6	3	3	1	2	1	2	2	4	178
50-65 years------	78	4	1	2	4	2	1	2	4	2	183
Income group:											
Lower------------	81	5	2	1	1	1	1	2	3	3	225
Middle-----------	76	8	1	2	3	1/*	3	2	3	2	201
Upper------------	70	8	2	2	2	4	1	2	4	5	170
Education:											
Grade school-----	83	4	-	1	3	-	1	3	3	2	138
Some high school	80	4	2	3	1	1	2	1	4	2	164
Full high school	78	8	2	1	1	1	1	3	2	3	213
College----------	67	10	4	3	2	4	2	1	3	4	163
Employment status:											
Not employed-----	78	7	2	2	1	1	2	2	3	2	486
Employed full-time	73	4	2	3	3	5	1	2	-	7	109
Employed part-time	75	11	3	1	2	-	1	3	4	-	86
Type of community:											
Large cities-----	70	10	3	2	3	2	1	-	4	5	107
Large city suburbs	67	5	5	3	3	-	3	1	6	7	70
Small cities-----	77	6	*	3	1	3	1	3	3	3	192
Town and rural---	81	6	2	2	2	1	1	3	1	1	312

1/ Asterisks indicate less than 1 percent.

Table 20 (Questions 3e, 14c): Why do you like that material best for your summer dresses? 1/

	Cotton	Cotton-polyester	Polyester	Nylon	Rayon/acetate	Linen	Material liked best in homemade summer dresses: Cotton
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Care and laundering	82	91	95	88	66	61	63
Easily washed and/or ironed	49	49	41	37	31	27	39
Wash-and-wear, drip-dry, minimum-care	4	54	69	60	18	-	7
Launders well	22	11	10	7	9	22	14
Can be laundered, needs no dry cleaning	23	6	2	9	13	8	17
Dries quickly	1	7	10	18	5	-	2
Needs little or no starch	2	6	8	2	2	3	2
Can be starched, starches well	7	-	-	1	5	2	5
Soil resistant	1	4	3	4	5	3	1
Can be dry cleaned	1	1	-	-	5	12	2/*
Appearance and style	32	49	40	61	57	71	33
Wrinkle resistant, fresh looking	18	39	29	34	38	39	13
Nice looking, pretty	4	3	5	11	4	12	2
Comes in pretty colors and designs	4	3	7	4	5	5	10
Cool-looking, summery	2	2	2	9	-	3	1
Nice finish, texture	4	3	-	1	11	7	9
Dressy, feminine	1	3	1	7	8	17	1
Stylish, expensive looking, smart	1	3	2	1	4	5	*
Not sheer, not thin	1	1	-	1	2	7	1
Sheer, thin	1	1	-	2	4	2	1
Miscellaneous	2	1	1	2	4	4	3
Weight and comfort	53	32	29	35	50	39	38
Cool, absorbs perspiration	48	24	21	22	41	24	33
Feels soft, doesn't itch	3	6	4	6	2	-	2
Light weight	2	3	2	6	4	2	2
Hangs well, fits well	1	3	-	1	2	5	1
Doesn't cling, bunch, ride up	3	1	1	-	2	3	1
Has body	1	2	1	1	1	5	*
Comfortable (general)	1	*	1	2	1	-	1
Durability	25	24	20	20	22	42	28
Durable, stands up well	15	11	10	15	6	20	12
Colorfast, nonfading	10	9	7	6	8	12	11
Holds shape, pleats, doesn't shrink or stretch	6	10	5	1	12	10	6
Doesn't fray, pull out at seams, snag	1	3	1	1	2	5	6
Versatility, adaptability	7	3	2	6	5	10	6
Easy to mend, sew, work with	*	-	-	-	-	-	42
Inexpensive	5	1	1	-	6	-	13
Inexpensive to care for	2	1	1	4	5	3	2
Don't know	1	-	1	-	2	3	2
Number of cases	1,160	316	94	85	85	59	523

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

2/ Asterisks indicate less than 1 percent.

Table 21 (Questions 4a, 11): Ownership of between-seasons dresses

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ---	50	6	5	39	2,310
Age:					
18-29 years ---------	49	5	4	42	525
30-39 years ---------	48	6	6	40	600
40-49 years ---------	49	6	4	41	573
50-65 years ---------	56	5	5	34	612
Income group:					
Lower ---------------	48	5	5	42	736
Middle --------------	48	6	4	42	664
Upper ---------------	56	7	5	32	578
Education:					
Grade school --------	47	4	3	46	487
Some high school ----	48	3	4	45	570
Full high school ----	51	6	5	38	759
College -------------	57	10	6	27	482
Employment status:					
Not employed --------	50	6	4	40	1,545
Employed full-time --	53	4	4	39	495
Employed part-time --	50	8	5	37	270
Type of community:					
Large cities --------	55	3	3	39	509
Large city suburbs --	53	4	1	42	331
Small cities --------	53	6	5	36	602
Town and rural ------	45	7	7	41	868

Table 22 (Question 4b): What are the most important things you look for in buying a (readymade) between-seasons dress? 1/

	Percent	
Appearance and style		74
Pretty colors, patterns, designs	33	
Fullness of skirt	21	
Nice looking, becoming, pretty	19	
Plain, simple, not fussy	16	
Wrinkle resistant, fresh looking	6	
Two-piece dress	5	
Finish, texture, weave	4	
Stylish, different, expensive looking	3	
Dressy, fancy, feminine	2	
Sleeve length	2	
Neckline	2	
Miscellaneous	3	
Size, cut, fit, comfort		43
Right weight	17	
Fits, hangs well, comfortably cut	12	
Warm, heavy	10	
Light weight	4	
Cool, absorbs perspiration	2	
Comfortable	2	
Miscellaneous	3	
Materials		21
Kind of material (general)	9	
Wool	4	
Cotton	4	
Rayon/acetate	2	
Other fibers or mixtures	5	
Versatility, adaptability		19
Transitional, for different seasons	6	
For different occasions, can dress up or down	6	
Lasting style	3	
Practical, suitable	3	
Miscellaneous	2	
Care and laundering		15
Can be laundered, no need to dry clean	6	
Can be dry cleaned	3	
Easily washed and/or ironed	3	
Soil resistant	2	
Miscellaneous	3	
Durability		7
Workmanship, well-made		6
Price, inexpensive		5
Miscellaneous		2
Don't know		5
Number of cases		1,296

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 23 (Question 4c): What materials are your readymade between-seasons dresses made of? 1/

	Cotton	Rayon/ acetate	Wool	Silk	Linen	Cotton-rayon	Cotton-polyester	Nylon	Polyester	Wool-rayon	Acrylic	Other wool mixtures	Other cotton mixtures	Other mixtures	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any----	34	30	24	19	10	7	6	5	4	3	3	6	6	9	18	1,296
Age:																
18-29 years-------	42	25	22	11	15	6	3	2	1	4	2	5	5	5	18	284
30-39 years-------	33	27	28	18	8	8	5	4	4	4	3	7	5	9	15	323
40-49 years-------	35	29	26	22	8	8	8	8	4	2	4	5	7	10	21	316
50-65 years-------	29	37	19	23	10	6	8	7	6	3	3	6	6	10	17	373
Income group:																
Lower-------------	33	32	23	14	11	5	4	6	3	3	3	4	6	6	20	387
Middle------------	35	32	21	16	13	8	6	5	3	3	3	7	6	11	18	356
Upper-------------	34	26	29	26	6	8	8	5	6	4	4	7	6	9	14	363
Education:																
Grade school------	32	32	20	15	10	6	5	7	4	3	3	3	6	7	21	246
Some high school--	31	37	19	14	12	5	6	4	2	3	2	6	2	9	20	292
Full high school--	34	25	27	19	11	7	6	4	4	4	2	6	7	10	17	428
College-----------	39	29	27	25	8	8	7	6	6	3	6	8	5	8	16	323
Employment status:																
Not employed------	35	29	24	19	10	6	6	5	4	3	3	5	6	8	19	860
Employed full-time	33	32	23	21	8	10	7	6	4	4	3	7	7	11	16	281
Employed part-time	36	31	23	17	12	7	3	5	3	1	2	6	1	11	16	155
Type of community:																
Large cities------	32	32	34	23	6	6	3	4	3	3	4	6	4	10	15	295
Large city suburbs	26	34	34	25	7	7	7	4	4	5	4	9	4	6	10	189
Small cities------	33	28	17	18	11	8	9	6	6	4	3	5	5	12	22	356
Town and rural----	40	29	18	14	14	6	5	6	3	2	2	6	7	6	20	456

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 24 (Question 4d): Of all the materials you know about for readymade between-seasons dresses, what material do you like best?

	Cotton	Wool	Rayon/ acetate	Silk	Cotton-poly-ester	Linen	Poly-ester	Cotton-rayon	Acrylic	Nylon	Wool-rayon	Other wool mix-tures	Other cotton mix-tures	Other mix-tures	Fiber not known	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	18	12	11	9	5	4	3	3	2	2	2	5	3	4	3	14	1,296
Age:																	
18-29 years------	26	17	8	6	2	8	1	2	1	1/*	2	4	3	2	4	14	284
30-39 years------	19	13	13	10	4	2	4	3	3	1	2	5	2	4	2	13	323
40-49 years------	15	12	7	11	5	3	3	4	2	2	1	6	4	4	4	17	316
50-65 years------	14	11	13	11	7	4	3	2	2	3	2	5	2	6	2	13	373
Income group:																	
Lower------------	19	14	14	8	4	5	3	2	2	1	2	4	3	4	3	12	387
Middle-----------	18	11	11	7	5	5	2	5	1	2	1	5	3	5	4	15	356
Upper------------	17	14	8	15	5	3	4	3	3	2	1	5	4	3	2	11	363
Education:																	
Grade school-----	20	13	13	7	4	4	2	3	2	3	2	4	2	2	3	16	246
Some high school	20	11	12	5	5	6	3	2	2	1	2	6	3	4	4	14	292
Full high school	18	11	8	10	5	3	3	3	2	2	2	6	4	5	4	14	428
College----------	15	16	10	14	5	4	4	3	2	2	1	4	3	3	1	13	323
Employment status:																	
Not employed-----	19	13	10	10	5	4	3	2	2	2	2	4	3	4	3	14	860
Employed full-time	16	12	12	10	4	4	4	5	1	2	1	5	5	5	2	12	281
Employed part-time	18	12	12	7	6	6	3	3	1	1	3	6	-	3	3	16	155
Type of community:																	
Large cities-----	16	20	12	10	3	2	4	2	1	*	1	5	3	4	5	12	295
Large city suburbs	11	14	16	15	4	5	2	4	2	1	2	6	2	2	2	12	189
Small cities-----	17	10	9	7	5	5	3	4	2	3	4	4	3	7	3	14	356
Town and rural---	23	9	9	8	6	5	2	2	2	3	1	5	4	2	2	17	456

1/ Asterisks indicate less than 1 percent.

Table 25 (Question 15a): What materials are your homemade between-seasons dresses made of? 1/

(Question 15b): What material do you like best for your homemade between-seasons dresses?

	Made of	Like best
	Percent	Percent
Cotton	49	40
Rayon/acetate	22	10
Wool	13	10
Silk	10	4
Linen	8	5
Cotton-polyester	7	5
Cotton-rayon/acetate	7	2
Nylon	3	1
Wool-rayon/acetate	2	1
Other cotton mixtures	8	4
Other wool mixtures	5	3
Other mixtures	8	5
Miscellaneous	2	1
Fiber not ascertained	8	3
No choice	--	6
Number of cases	238	238

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 26 (Questions 4e, 15c): Why do you like that material best for your between-season dresses? 1/

	Material liked best in readymade between-season dresses						Material liked best in homemade between-season dresses
	Cotton	Wool	Rayon/ acetate	Silk	Cotton-polyester	Linen	Cotton
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Care and laundering	62	23	49	26	65	54	55
Easily washed and/or ironed-	31	2	12	5	30	18	28
Can be laundered, needs no dry cleaning	33	4	14	6	21	13	20
Can be dry cleaned	2	10	19	14	8	5	3
Launders well	10	1	4	3	8	13	7
Wash-and-wear, drip-dry, minimum-care	3	1	4	1	26	2	8
Soil resistant	2	7	7	1	5	7	-
Miscellaneous	2/*	-	1	-	3	4	3
Appearance and style	31	45	54	63	51	50	32
Wrinkle resistant, fresh looking	12	20	18	16	34	23	8
Dressy, feminine	3	11	18	24	5	11	4
Nice looking, pretty	4	7	9	18	5	5	6
Nice finish, texture	6	2	7	6	2	5	16
Comes in pretty colors and designs	8	1	4	3	2	4	11
Stylish, expensive looking, smart	2	4	7	11	5	2	-
For everyday wear, informal-	*	4	1	2	3	4	-
Becoming, suits my type	1	-	2	3	-	2	-
Miscellaneous	1	2	1	2	-	4	1
Weight and comfort	37	77	45	50	33	39	37
Right weight	17	20	16	14	20	21	9
Warm, heavy	2	38	12	1	-	5	7
Cool, absorbs perspiration	11	-	7	6	2	5	17
Feels soft, does not itch	2	11	5	20	3	-	2
Light weight	1	16	4	6	2	-	1
Comfortable (general)	2	5	2	4	5	4	1
Hangs well, fits well	2	7	2	8	-	2	-
Miscellaneous	1	2	2	2	2	2	3
Durability	20	27	21	25	31	25	32
Durable, stands up well	12	13	13	15	18	13	17
Holds shape, pleats, doesn't shrink or stretch-	6	15	9	9	8	9	6
Colorfast, nonfading	6	1	2	3	7	7	9
Doesn't fray, pull out at seams, snag	1	-	1	-	5	-	7
Versatility, adaptability	20	14	16	17	21	20	17
Transitional, for different seasons	10	6	6	9	7	9	9
For different occasions, can dress up or down	9	4	6	6	2	7	2
Practical, suitable	2	3	2	2	10	4	3
Versatile (general)	1	1	2	1	3	2	3
Easy to mend, sew, work with	1	-	-	-	-	-	41
Inexpensive	4	1	7	1	-	-	8
Inexpensive to care for	6	-	1	-	-	2	4
Miscellaneous	1	-	2	-	-	2	1
Don't know	7	2	5	2	-	5	2
Number of cases	235	166	138	123	61	56	96

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.
2/ Asterisks indicate less than 1 percent.

Table 27 (Questions 5a, 11): Ownership of knit dresses

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ---	24	1/*	*	76	2,310
Age:					
18-29 years ---------	31	*	-	69	525
30-39 years ---------	27	*	1	72	600
40-49 years ---------	23	1	1	75	573
50-65 years ---------	15	*	*	85	612
Income group:					
Lower ---------------	15	*	*	85	736
Middle --------------	25	1	*	74	664
Upper ---------------	35	*	1	64	578
Education:					
Grade school --------	10	*	*	90	487
Some high school ----	18	*	*	82	570
Full high school ----	30	1	*	69	759
College -------------	35	*	1	64	482
Employment status:					
Not employed --------	22	*	*	78	1,545
Employed full-time --	28	*	*	72	495
Employed part-time --	25	1	-	74	270
Type of community:					
Large cities --------	23	*	1	76	509
Large city suburbs --	27	1	-	72	331
Small cities --------	23	*	*	77	602
Town and rural ------	24	*	*	76	868

1/ Asterisks indicate less than 1 percent.

Table 28 (Question 5b): What are the most important things you look for in buying a readymade knit dress? 1/

	Percent	
Appearance and style		59
Pretty colors, patterns, designs	22	
Nice looking, becoming, pretty	21	
Plain, simple, not fussy	13	
Finish, texture, weave	8	
Two-piece dress	4	
Fullness of skirt	4	
Stylish, different, expensive looking	3	
Sleeve length	3	
Wrinkle resistant, fresh looking	2	
Miscellaneous	4	
Size, fit, comfort		36
Fits, hangs well	29	
Doesn't cling, bunch, ride-up	4	
Warm, heavy	2	
Right length	2	
Feels soft, doesn't itch, scratch	2	
Miscellaneous	4	
Durability		33
Holds shape, doesn't shrink, stretch, bag	28	
Stands up well, lasts	4	
Miscellaneous	3	
Materials		19
Kind of material, good material (general)	7	
Wool	8	
Cotton	2	
Other fibers or mixtures	3	
Care and laundering		8
Can be laundered, no need to dry clean	4	
Can be dry cleaned	2	
Miscellaneous	2	
Versatility, adaptability		6
Price, inexpensive		4
Quality		4
Brand name, make		4
Lining		3
Miscellaneous		3
Don't know		9
Number of cases		559

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 29 (Question 5c): What do you particularly like about knit dresses? 1/

	Percent	
Appearance and style		51
Doesn't wrinkle, always looks well	27	
Stylish, different, expensive looking	11	
Dressy, fancy, for dress-up wear	10	
Fitted styles, variety of styles	5	
Nice looking, pretty	5	
Becoming, look good on me	3	
Pretty colors	3	
Weaves, textures, materials	2	
Miscellaneous	1	
Fit and comfort		45
Warm, light but warm, for cool weather	20	
Comfortable, easy to wear	11	
Fits, hangs well	9	
Can move freely, material gives	6	
Soft, doesn't itch or scratch	3	
Miscellaneous	2	
Versatility, adaptability		39
For different occasions, can dress up or down	28	
Can be folded, packs well	8	
Transitional, for different seasons	5	
Lasting style	2	
Practical, serviceable	2	
Miscellaneous	1	
Care and laundering		12
Easy to take care of	7	
Soil resistant	2	
Can be dry cleaned	2	
Can be laundered, no need to dry clean	2	
Miscellaneous	1	
Durability		9
Stands up well, lasts	5	
Holds shape, doesn't stretch, cup, bag, sag	4	
Miscellaneous	1	
Miscellaneous		1
Don't know		4
Don't like knit dresses		11
Number of cases		559

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 30 (Question 5d): What don't you like so well about knit dresses? 1/

	Percent	
Durability		26
Don't hold shape, stretch, cup, bag, sag	23	
Snag, catch, ravel, pull	3	
Miscellaneous	1	
Appearance and style		22
Not becoming, show bulges, too snug	18	
Don't like the styles	2	
Miscellaneous	3	
Weight, fit, discomfort		18
Ride-up, bunches, cling	4	
Too warm	4	
Too heavy, too bulky	3	
Do not fit, hang well	3	
Can't get right size, length	2	
Itches, scratches	2	
Miscellaneous	3	
Care and laundering		14
Can't be washed, have to dry clean	6	
Shrink when washed, cleaned	3	
Require blocking	2	
Miscellaneous	4	
Don't like cheap knits, unknown brands		4
Limited use		3
Expensive		3
Expensive to take care of		3
Hard to alter, mend		2
Dislike certain materials		1
Miscellaneous		3
Don't know		9
Do like knit dresses		28
Number of cases		559

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 31 (Question 5e): What kind of yarns or fibers are your readymade knit dresses made of? 1/

	Wool	Cotton	Acrylic	Wool-acrylic	Nylon	Wool-nylon	Other wool mixtures	Other cotton mixtures	Miscellaneous	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any--	66	15	9	4	3	2	4	3	13	559
Age:										
18-29 years-----	62	17	10	5	5	4	1	3	13	164
30-39 years-----	69	13	11	3	2	1	4	2	12	163
40-49 years-----	68	17	9	3	1	2	5	4	12	139
50-65 years-----	66	10	5	8	6	-	6	1	16	93
Income group:										
Lower----------	57	16	11	6	4	4	4	1	15	113
Middle---------	64	11	11	3	3	1	5	3	16	169
Upper----------	72	16	7	5	4	2	3	3	11	207
Education:										
Grade school----	68	10	2	4	2	2	2	2	12	50
Some high school	59	11	10	4	5	1	7	5	15	105
Full high school	64	12	11	4	5	2	6	1	13	231
College---------	73	21	9	5	2	3	1	3	12	171
Employment status:										
Not employed----	69	16	8	3	3	1	3	2	12	350
Employed full-time	64	12	11	6	4	4	5	4	13	140
Employed part-time	57	12	12	6	1	6	3	1	20	69
Type of community:										
Large cities----	65	15	8	3	2	3	6	3	17	119
Large city suburbs	70	16	13	2	3	3	2	-	9	94
Small cities----	66	18	9	9	4	1	4	1	12	137
Town and rural--	65	11	9	4	4	2	3	4	13	209

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 32 (Question 5f): Of all the yarns you know about for readymade knit dresses, what kind of yarn or fiber do you like best?

	Wool	Acrylic	Cotton	Wool-acrylic	Nylon	Wool-nylon	Other wool mixtures	Miscel-laneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	38	10	8	4	2	2	3	5	28	559
Age:										
18-29 years------	36	8	12	3	2	4	2	6	27	164
30-39 years------	38	16	7	3	3	1	2	5	25	163
40-49 years------	44	7	9	4	-	2	2	5	27	139
50-65 years------	33	6	4	9	6	-	4	4	34	93
Income group:										
Lower----------	34	12	11	4	3	3	2	3	28	113
Middle----------	35	13	7	3	2	1	3	7	29	169
Upper----------	43	7	7	5	2	2	3	5	26	207
Education:										
Grade school-----	36	10	10	4	-	-	2	4	34	50
Some high school	30	8	8	5	6	1	4	7	31	105
Full high school	38	12	7	3	2	2	3	4	29	231
College----------	44	7	11	5	2	3	1	5	22	171
Employment status:										
Not employed-----	42	11	7	3	3	1/*	2	6	26	350
Employed full-time	32	9	9	6	3	4	3	3	31	140
Employed part-time	34	6	13	4	-	4	3	7	29	69
Type of community:										
Large cities-----	39	6	8	3	2	3	3	7	29	119
Large city suburbs	38	12	10	2	3	2	2	3	28	94
Small cities-----	37	14	11	4	2	-	4	5	23	137
Town and rural---	38	9	7	5	3	3	1	4	30	209

1/ Asterisks indicate less than 1 percent.

Table 33 (Question 5g): Why do you prefer that kind of yarn for your knit dresses? 1/

	Yarn liked best in readymade knit dresses	
	Wool	Acrylic
	Percent	Percent
Durability	53	58
Holds shape, doesn't stretch, shrink, bag	43	49
Durable, stands up well, lasts	21	9
Colorfast, nonfading	4	7
Doesn't get fuzzy or ball-up	1	2
Weight and comfort	40	38
Warm, heavy	27	-
Feels soft, doesn't itch or scratch	5	22
Cooler	2/*	9
Light weight	*	7
Right weight, not too light or too heavy	3	-
Hangs well, fits well	3	-
Miscellaneous	3	-
Care and laundering	16	55
Can be laundered, needs no drycleaning	2	33
Can be drycleaned, drycleans well	12	7
Easily washed, easy to take care of	*	9
Launders well	-	7
Wash-and-wear, drip-dry, minimum-care	-	7
Soil resistant	2	2
Appearance and style	29	7
Nice looking, pretty	9	5
Stylish, expensive looking	9	-
Wrinkle resistant, fresh looking	6	2
Dressy, feminine	5	-
Comes in pretty colors and designs	2	-
Likes the pretty weaves, textures	2	-
Versatility, adaptability	6	-
Inexpensive to care for	-	4
Inexpensive	-	2
Miscellaneous	1	7
Don't know	14	4
Number of cases	213	55

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

2/ Asterisks indicate less than 1 percent.

Table 34 (Questions 6a, 11): Ownership of petticoats

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ---	71	1	1	27	2,310
Age:					
18-29 years ---------	85	1	1/*	14	525
30-39 years ---------	77	1	*	22	600
40-49 years ---------	70	1	*	29	573
50-65 years ---------	54	1	1	44	612
Income group:					
Lower ---------------	66	2	1	31	736
Middle --------------	75	1	*	24	664
Upper ---------------	74	1	1	24	578
Education:					
Grade school --------	59	3	*	38	487
Some high school ----	72	1	1	26	570
Full high school ----	77	1	*	22	759
College -------------	71	*	*	29	482
Employment status:					
Not employed --------	71	1	1	27	1,545
Employed full-time --	71	1	*	28	495
Employed part-time --	70	1	1	28	270
Type of community:					
Large cities --------	77	1	*	22	509
Large city suburbs --	76	1	*	23	331
Small cities --------	69	2	*	29	602
Town and rural ------	66	1	1	32	868

1/ Asterisks indicate less than 1 percent.

Table 35 (Question 6b): What are the most important things you look for in buying a (readymade) petticoat? 1/

	Percent	
Appearance and style		57
Plain, simple, not fussy	23	
Shadowproof, not thin	17	
Dressy, fancy	12	
Full, gored, flared	7	
Pretty colors, patterns	5	
Nice looking, pretty	4	
Finish, texture, weave	4	
Miscellaneous	3	
Size, cut, fit, comfort		43
Fits well, hangs well, comfortably cut	23	
Right length	12	
Cool, absorbs perspiration	5	
Doesn't cling, bunch, ride-up	5	
Straight, not cut on bias	2	
Feels good, doesn't itch, scratch	2	
Miscellaneous	3	
Materials		34
Kind of material, good material (general)	7	
Nylon	16	
Cotton	12	
Rayon/acetate	2	
Other fibers or mixtures	2	
Care and laundering		25
Wash & wear, drip-dry, minimum-care	14	
Easily washed and/or ironed	9	
Launders well	3	
Can be laundered, hand washed	2	
Miscellaneous	2	
Durability		11
Stands up well, lasts	6	
Doesn't shrink, stretch	3	
Doesn't fray, pull out at seams	2	
Miscellaneous	1	
Workmanship, well-made		14
Price, inexpensive		4
Versatility, goes with other clothes		3
Quality		2
Miscellaneous		2
Don't know		6
Number of cases	1,664	

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 36 (Question 6c): What materials are your readymade petticoats made of? 1/

	Nylon	Cotton	Rayon/ acetate	Cotton-polyester	Silk	Polyester	Cotton-nylon	Other mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	67	48	16	10	5	4	3	4	1	4	1,664
Age:											
18-29 years------	69	48	14	9	8	4	5	4	1	4	454
30-39 years------	69	47	16	10	3	4	3	3	1	3	467
40-49 years------	65	47	15	12	5	5	2	4	1	3	405
50-65 years------	63	49	19	6	3	4	3	4	1	5	338
Income group:											
Lower----------	61	53	17	8	7	4	3	3	2	4	501
Middle----------	68	46	17	10	5	6	3	6	1	3	502
Upper----------	74	41	12	13	3	4	5	4	1	3	439
Education:											
Grade school-----	55	60	19	4	9	3	2	5	3	4	300
Some high school	64	51	20	9	5	5	3	3	-	5	419
Full high school	68	43	14	12	4	4	3	3	2	2	594
College----------	77	40	12	12	4	5	6	5	1	3	343
Employment status:											
Not employed-----	67	47	16	9	5	4	3	4	1	3	1,116
Employed full-time	70	48	15	9	4	6	5	3	2/*	4	355
Employed part-time	58	49	18	16	6	2	2	6	2	3	193
Type of community:											
Large cities-----	77	40	16	9	6	3	3	6	*	5	395
Large city suburbs	75	42	11	12	5	7	4	4	2	4	255
Small cities-----	62	52	18	12	4	4	3	3	1	3	428
Town and rural---	60	52	16	7	5	4	4	3	2	4	586

1/ Percentages add to more than 100 because some respondents reported more than one material.

2/ Asterisks indicate less than 1 percent.

Table 37 (Question 6d): Of all the materials you know about for readymade petticoats, what material do you like best?

	Nylon	Cotton	Cotton-polyester	Rayon/acetate	Polyester	Cotton-nylon	Silk	Other mixtures	Miscellaneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any--	44	26	7	6	3	2	2	3	1	6	1,664
Age:											
18-29 years-----	47	25	7	4	3	2	4	2	2	4	454
30-39 years-----	49	24	7	6	3	2	1/*	2	1	6	467
40-49 years-----	40	29	8	7	2	2	1	2	1	8	405
50-65 years-----	41	30	5	8	3	2	2	1	2	6	338
Income group:											
Lower----------	40	32	6	6	2	2	3	1	2	6	501
Middle---------	45	24	7	8	4	2	1	2	1	6	502
Upper----------	53	19	8	6	2	3	1	2	1	5	439
Education:											
Grade school----	30	38	5	7	4	1	4	2	3	6	300
Some high school	41	32	5	7	4	2	2	1	1	5	419
Full high school	49	21	9	7	2	2	1	2	1	6	594
College--------	53	18	8	5	3	3	1	2	1	6	343
Employment status:											
Not employed----	47	26	6	6	3	2	2	2	1	5	1,116
Employed full-time	44	27	7	5	5	2	1	1	1	7	355
Employed part-time	35	31	11	7	1	1	3	1	2	8	193
Type of community:											
Large cities----	54	18	7	6	2	1	2	2	1	7	395
Large city suburbs	54	20	7	4	3	2	2	3	1	4	255
Small cities----	38	32	9	7	3	1	2	3	1	4	428
Town and rural--	38	31	6	6	3	3	2	1	2	8	586

1/ Asterisks indicate less than 1 percent.

Table 38 (Question 6e): Why do you like that material best for your petticoats? 1/

	Material liked best in readymade petticoats			
	Nylon	Cotton	Cotton-polyester	Rayon/acetate
	Percent	Percent	Percent	Percent
Care and laundering	83	48	77	48
Wash-and-wear, drip-dry, minimum-care	63	12	54	21
Easily washed and/or ironed	40	28	41	27
Dries quickly	23	3	11	7
Launders well	4	8	6	10
Can be laundered	3	3	1	2
Can be bleached	2/*	3	1	1
Miscellaneous	1	2	2	-
Weight and comfort	22	69	60	67
Cool, absorbs perspiration	4	45	32	28
Doesn't cling, ride up, bunch	6	32	23	22
Feels soft, doesn't itch, scratch	5	7	8	14
Hangs well, fits well	6	1	5	9
Right weight	-	2	3	2
Light weight	2	*	1	2
Miscellaneous	2	2	2	3
Durability	40	22	28	25
Durable, stands up well, lasts	33	15	14	17
Doesn't shrink or stretch	9	3	8	5
Colorfast, stays white	1	4	9	6
Doesn't split, pull out at seams	3	3	-	2
Appearance and style	15	22	20	19
Shadowproof, not sheer	1	14	11	3
Wrinkle resistant, fresh looking	4	4	7	2
Nice looking, pretty	4	1	1	6
Nice finish, silky looking	3	3	-	6
For everyday wear	*	3	3	1
Dressy, feminine	2	-	-	2
Miscellaneous	3	*	1	4
Versatility, adaptability	9	10	11	7
Inexpensive	1	4	1	7
Miscellaneous	*	*	2	1
Don't know	1	3	-	6
Number of cases	742	440	117	105

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

2/ Asterisks indicate less than 1 percent.

Table 39 (Questions 7a, 11): Ownership of whole slips

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ---	91	1	1/*	8	2,310
Age:					
18-29 years ---------	88	*	*	12	525
30-39 years ---------	89	1	*	10	600
40-49 years ---------	92	1	1	6	573
50-65 years ---------	93	3	1	3	612
Income group:					
Lower ----------	90	2	1	7	736
Middle ----------	90	1	*	9	664
Upper ----------	92	1	*	7	578
Education:					
Grade school --------	90	3	1	6	487
Some high school ----	87	2	*	11	570
Full high school ----	91	1	*	8	759
College ----------	94	1	*	5	482
Employment status:					
Not employed --------	91	1	*	8	1,545
Employed full-time --	91	1	1	7	495
Employed part-time --	90	1	1	8	270
Type of community:					
Large cities --------	84	1	*	15	509
Large city suburbs --	89	*	*	11	331
Small cities --------	95	1	*	4	602
Town and rural ------	92	2	1	5	868

1/ Asterisks indicate less than 1 percent.

Table 40 (Question 7b): What are the most important things you look for in buying a (readymade) whole slip? 1/

	Percent	
Appearance and style		65
Plain, simple, not fussy	27	
Dressy, fancy	14	
Shadowproof, not thin	14	
Full skirt, flared, gored	6	
Pretty colors, designs	6	
Built-up straps, wide straps	5	
Nice looking, pretty	5	
Finish, texture, weave	4	
Adjustable straps	3	
Miscellaneous	4	
Size, cut, fit, comfort		50
Fits, hangs well, comfortably cut	33	
Right length	12	
Doesn't cling, bunch, ride-up, no static electricity	6	
Straight, not cut on bias	5	
Cool, absorbs perspiration	2	
Feels good, doesn't itch, scratch	2	
Miscellaneous	2	
Materials		29
Kind of material, good material (general)	6	
Nylon	15	
Cotton	6	
Rayon/acetate	2	
Other fibers or mixtures	2	
Care and laundering		20
Wash & wear, drip-dry, minimum-care	11	
Easily washed and/or ironed	8	
Can be laundered, handwashed	2	
Quick drying	2	
Launders well	2	
Durability		13
Stands up well, lasts	9	
Doesn't shrink, stretch	2	
Doesn't ravel, fray, pull out at seams	2	
Miscellaneous	1	
Workmanship, well-made		14
Price, inexpensive		4
Brand name, make		3
Versatility, adaptability		2
Quality		2
Don't know		4
Number of cases		2,120

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 41 (Question 7c): What materials are your readymade whole slips made of? 1/

	Nylon	Cotton	Rayon/ acetate	Cotton-polyester	Silk	Polyester	Cotton-nylon	Other mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	78	34	17	10	6	5	3	5	1	3	2,120
Age:											
18-29 years------	79	30	14	7	7	3	2	4	1	3	462
30-39 years------	82	29	16	10	4	6	4	5	1	2	538
40-49 years------	77	34	17	12	5	5	3	4	1	4	533
50-65 years------	77	42	21	9	6	4	3	5	1	4	587
Income group:											
Lower------------	71	46	22	8	7	4	3	2	1	4	674
Middle-----------	80	29	15	11	5	6	3	7	1	2	600
Upper------------	86	22	13	11	5	4	4	5	1	3	535
Education:											
Grade school-----	63	50	23	5	9	4	2	4	1	6	452
Some high school	78	39	20	8	6	5	3	4	1	3	505
Full high school	84	26	15	10	3	4	3	5	1	3	698
College----------	86	26	13	16	5	6	5	5	1	2	454
Employment status:											
Not employed-----	79	34	18	8	6	4	3	5	1	3	1,417
Employed full-time	80	37	15	13	5	7	4	4	-	2	456
Employed part-time	75	31	17	11	7	4	2	5	1	3	247
Type of community:											
Large cities-----	81	30	17	9	5	4	3	6	2/*	4	432
Large city suburbs	88	21	16	13	6	6	4	3	1	-	294
Small cities-----	77	36	17	11	7	5	2	5	1	4	580
Town and rural---	75	40	18	8	6	4	4	4	1	3	814

1/ Percentages add to more than 100 because some respondents reported more than one material.

2/ Asterisks indicate less than 1 percent.

Table 42 (Question 7d): Of all the materials you know about for readymade whole slips, what material do you like best?

	Nylon	Cotton	Rayon/ acetate	Cotton-polyester	Polyester	Silk	Cotton-nylon	Other mixtures	Miscel-laneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	57	16	7	6	2	2	1	3	1	5	2,120
Age:											
18-29 years------	61	12	6	6	2	4	1	3	1	4	462
30-39 years------	59	16	6	5	3	1	2	3	1/*	5	538
40-49 years------	56	15	7	7	2	2	1	3	1	6	533
50-65 years------	55	20	7	4	1	2	1	2	2	6	587
Income group:											
Lower------------	50	23	8	5	2	2	1	2	1	6	674
Middle-----------	57	12	7	7	3	2	1	4	1	6	600
Upper------------	68	9	5	5	2	2	2	3	1	3	535
Education:											
Grade school-----	40	30	8	3	3	4	1	2	1	8	452
Some high school-	57	19	7	4	2	2	1	2	1	5	505
Full high school-	64	11	6	7	2	1	1	3	1	4	698
College----------	63	7	5	8	2	2	3	4	1	5	454
Employment status:											
Not employed-----	58	17	6	5	2	2	1	3	1	5	1,417
Employed full-time	57	16	6	7	3	1	2	2	1	5	456
Employed part-time	57	15	9	7	1	2	*	1	1	7	247
Type of community:											
Large cities-----	59	13	7	6	2	2	1	2	1	7	432
Large city suburbs	67	10	6	6	2	3	2	2	*	2	294
Small cities-----	55	18	7	7	3	1	1	3	2	3	580
Town and rural---	54	18	6	5	2	2	2	3	1	7	814

1/ Asterisks indicate less than 1 percent.

Table 43 (Question 7e): Why do you like that material best for your whole slips? 1/

	Material liked best in readymade whole slips			
	Nylon	Cotton	Rayon/acetate	Cotton-polyester
	Percent	Percent	Percent	Percent
Care and laundering	82	53	41	73
Wash-and-wear, drip-dry, minimum-care	60	10	14	50
Easily washed and/or ironed	41	32	24	35
Dries quickly	22	3	4	9
Launders well	5	10	7	6
Can be laundered	2	4	1	1
Can be bleached	2/*	5	1	-
Miscellaneous	*	2	-	1
Weight and comfort	26	68	61	58
Cool, absorbs perspiration	3	40	21	32
Doesn't cling, ride up, bunch	7	29	23	24
Feels soft, doesn't itch	5	9	11	11
Hangs well, fits well	9	4	12	3
Warm	3	2	1	1
Light weight	2	*	1	3
Right weight	*	3	2	-
Miscellaneous	1	2	2	2
Durability	43	36	25	32
Durable, stands up well, lasts	35	24	18	19
Doesn't shrink or stretch	9	6	6	5
Colorfast, stays white	2	4	4	12
Doesn't split, pull out at seams	3	7	1	1
Appearance and style	18	21	18	26
Shadowproof, not sheer	1	11	1	11
Wrinkle resistant, fresh looking	5	6	4	6
Nice looking, pretty	6	2	5	3
Nice finish, silky looking	3	3	5	1
Dressy, feminine	3	-	3	2
Stylish, expensive looking	-	-	1	3
Miscellaneous	2	2	3	3
Versatility, adaptability	10	10	10	5
Inexpensive	1	4	3	-
Miscellaneous	1	1	1	1
Don't know	2	4	5	3
Number of cases	1,217	338	141	118

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

2/ Asterisks indicate less than 1 percent.

Table 44 (Questions 8a, 11): Ownership of summer blouses

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ---	65	12	2	21	2,310
Age:					
18-29 years ---------	76	20	1	3	525
30-39 years ---------	72	15	3	10	600
40-49 years ---------	66	10	2	22	573
50-65 years ---------	48	4	2	46	612
Income group:					
Lower ---------------	57	12	2	29	736
Middle --------------	67	14	2	17	664
Upper ---------------	75	13	2	10	578
Education:					
Grade school --------	50	6	2	42	487
Some high school ----	66	10	2	22	570
Full high school ----	70	15	2	13	759
College -------------	70	16	2	12	482
Employment status:					
Not employed --------	63	13	2	22	1,545
Employed full-time --	71	9	2	18	495
Employed part-time --	65	10	2	23	270
Type of community:					
Large cities --------	70	10	1	19	509
Large city suburbs --	73	12	1/*	15	331
Small cities --------	65	12	2	21	602
Town and rural ------	59	13	3	25	868

1/ Asterisks indicate less than 1 percent.

Table 45 (Question 8b): What are the most important things you look for in buying a (readymade) summer blouse? 1/

	Percent	
Appearance and style		71
Sleeve length	29	
Plain, simple, not fussy	23	
Pretty colors, designs, patterns	17	
Nice looking, pretty	16	
Low neckline	4	
Wrinkle resistant, fresh looking	4	
Collar style	4	
Dressy, fancy, feminine	3	
Opaque, not sheer	2	
Miscellaneous	7	
Care and laundering		41
Easily washed and/or ironed	20	
Wash & wear, drip-dry, minimum-care	11	
Can be laundered, no need to dry clean	10	
Launders well	4	
Miscellaneous	4	
Size, cut, fit, comfort		39
Cool, absorbs perspiration	21	
Fit, comfortably cut	18	
Light weight	2	
Comfortable	2	
Miscellaneous	3	
Material		28
Kind of material, good material (general)	9	
Cotton	16	
Nylon	2	
Cotton and polyester	2	
Other fibers or mixtures	2	
Workmanship, well-made		11
Versatility, adaptability		10
Durability		9
Price, inexpensive		4
Easy to get into		4
Manageable, stays tucked in		2
Brand name, make		1
Miscellaneous		1
Don't know		3
Number of cases		1,776

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 46 (Question 8c): What materials are your readymade summer blouses made of? 1/

	Cotton	Nylon	Cotton-polyester	Polyester	Rayon/acetate	Silk	Acrylic	Linen	Other cotton mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	90	30	25	14	9	9	3	3	3	3	4	1,776
Age:												
18-29 years------	94	24	26	13	7	6	3	2	4	2	3	501
30-39 years------	94	26	27	14	8	8	3	2	3	3	3	524
40-49 years------	89	33	27	17	10	11	4	4	4	4	5	433
50-65 years------	79	40	20	14	15	15	3	3	3	3	8	318
Income group:												
Lower----------	91	36	14	12	12	11	4	1	2	2	5	507
Middle---------	92	30	27	15	9	7	3	2	5	4	3	539
Upper----------	88	25	34	15	8	9	3	5	3	4	5	510
Education:												
Grade school-----	87	34	13	10	15	10	5	1	4	1	6	271
Some high school	94	35	17	14	8	8	3	1	2	3	5	434
Full high school	92	25	29	15	9	7	2	3	4	4	4	650
College----------	86	30	36	17	8	13	4	5	4	4	3	413
Employment status:												
Not employed-----	90	29	25	14	10	9	3	3	3	3	4	1,176
Employed full-time	92	31	28	16	7	10	2	2	4	5	5	398
Employed part-time	88	35	25	15	12	8	3	2	4	3	3	202
Type of community:												
Large cities-----	91	30	27	14	8	11	3	2	4	3	3	404
Large city suburbs	91	24	30	16	8	11	4	5	2	4	2	281
Small cities-----	90	34	26	14	11	9	3	2	4	3	6	462
Town and rural---	89	30	23	14	10	8	3	2	3	3	4	629

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 47 (Question 8d): Of all the materials you know about for readymade summer blouses, what material do you like best?

	Cotton	Cotton-polyester	Nylon	Polyester	Other mixtures	Miscellaneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any----	59	16	7	7	2	4	5	1,776
Age:								
18-29 years-------	66	15	3	6	2	4	4	501
30-39 years-------	63	18	5	6	2	2	4	524
40-49 years-------	54	18	9	7	1	5	6	433
50-65 years-------	49	12	14	7	3	9	6	318
Income group:								
Lower-------------	63	9	11	6	1	5	5	507
Middle------------	59	17	5	7	3	4	5	539
Upper-------------	54	23	5	6	2	5	5	510
Education:								
Grade school------	64	6	12	6	1	6	5	271
Some high school--	66	11	7	6	1	4	5	434
Full high school--	59	20	5	6	2	3	5	650
College-----------	50	21	6	8	3	6	6	413
Employment status:								
Not employed------	60	15	7	6	2	5	5	1,176
Employed full-time	57	18	6	8	3	4	4	398
Employed part-time	58	17	7	6	2	2	8	202
Type of community:								
Large cities------	60	16	6	5	2	5	6	404
Large city suburbs	60	18	5	7	2	6	2	281
Small cities------	61	15	7	7	3	4	3	462
Town and rural----	57	16	8	7	1	3	8	629

Table 48 (Question 16a): What materials are your homemade summer blouses made of? 1/

(Question 16b): What material do you like best for your homemade summer blouses?

	Made of	Like best
	Percent	Percent
Cotton	93	81
Cotton-polyester	8	5
Nylon	7	2
Polyester	4	2
Rayon/acetate	4	2
Linen	3	1
Silk	2	2/*
Other cotton mixtures	3	2
Miscellaneous	2	2
No choice	--	3
Number of cases	318	318

1/ Percentages add to more than 100 because some respondents reported more than one material.

2/ Asterisks indicate less than 1 percent.

Table 49 (Questions 8e, 16c): Why do you like that material best for your summer blouses? 1/

	Material liked best in readymade summer blouses				Material liked best in homemade summer blouses
	Cotton	Cotton-polyester	Nylon	Polyester	Cotton
	Percent	Percent	Percent	Percent	Percent
Care and laundering	77	93	90	96	60
Easily washed and/or ironed	49	53	41	44	36
Wash & wear, drip-dry, minimum-care	5	61	67	63	3
Launders well	22	9	10	15	14
Dries quickly	1	9	18	12	2
Can be laundered, needs no dry cleaning	11	2	4	4	12
Needs little or no starch	2	11	2	6	-
Can be starched, starches well	13	-	-	1	5
Miscellaneous	3	2	1	2	2/*
Weight and comfort	52	30	24	27	37
Cool, absorbs perspiration	48	21	17	19	35
Feels soft, doesn't scratch, itch	3	4	2	3	2
Doesn't cling or bunch	4	2	2	1	*
Light weight	1	4	1	4	*
Hangs well, fits well	1	1	2	-	-
Miscellaneous	*	1	2	3	*
Appearance and style	33	34	31	30	28
Wrinkle resistant, fresh looking	19	26	15	15	13
Nice looking, pretty	3	3	5	9	2
Dressy, feminine	1	2	10	3	*
Comes in pretty colors	3	1	2	2	8
Not sheer, not thin	4	2	-	3	2
Nice finish, silky looking	2	2	2	-	7
For everyday wear, informal	3	1	-	1	3
Cool looking, summery	1	1	2	-	1
Stylish, expensive looking	*	1	2	1	-
Miscellaneous	1	1	3	1	*
Durability	24	21	23	18	28
Durable, stands up well, lasts	16	11	16	8	10
Colorfast, nonfading	8	8	6	7	12
Doesn't shrink or stretch	4	6	2	9	6
Doesn't fray, pull out at seams	2	1	2	1	5
Versatility, adaptability	10	5	6	4	10
Easy to mend, sew, work with	*	-	-	-	41
Inexpensive	5	1	1	-	14
Miscellaneous	2	-	1	1	2
Don't know	2	1	1	-	2
Number of cases	1,051	285	123	116	257

1/ Percentages (left column) may total to more than their subtotals (right column), and these may total to more than 100 because some respondents gave more than one reason.

2/ Asterisks indicate less than 1 percent.

Table 50 (Questions 9a, 11): Ownership of winter blouses

	Readymade only	Readymade and homemade	Homemade only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total ---	42	2	1	55	2,310
Age:					
18-29 years ---------	49	2	1	48	525
30-39 years ---------	46	3	2	49	600
40-49 years ---------	42	2	2	54	573
50-65 years ---------	30	1	1/*	69	612
Income group:					
Lower ----------	32	2	1	65	736
Middle ----------	44	3	1	52	664
Upper ----------	53	2	2	43	578
Education:					
Grade school --------	20	1	*	79	487
Some high school ----	38	1	1	60	570
Full high school ----	49	3	2	46	759
College ----------	56	3	2	39	482
Employment status:					
Not employed --------	40	2	1	57	1,545
Employed full-time --	52	2	1	45	495
Employed part-time --	36	2	1	61	270
Type of community:					
Large cities --------	46	2	1	51	509
Large city suburbs --	49	2	-	49	331
Small cities --------	43	3	1	53	602
Town and rural ------	35	2	2	61	868

1/ Asterisks indicate less than 1 percent.

Table 51 (Question 9b): What are the most important things you look for in buying a (readymade) winter blouse? 1/

	Percent	
Appearance and style		68
Sleeve length	31	
Pretty colors, designs, patterns	18	
Nice looking, pretty	16	
Plain, simple, not fussy	14	
Finish, texture, weave	5	
Dressy, fancy, feminine	4	
Collar style	3	
Wrinkle resistant, fresh looking	3	
High neckline	2	
Stylish, different	2	
Miscellaneous	3	
Size, cut, fit, comfort		37
Warm, heavy	18	
Fits, comfortable in cut	15	
Feels good, doesn't itch, scratch	2	
Right weight	2	
Comfortable	2	
Miscellaneous	2	
Care and laundering		24
Can be laundered, no need to dry clean	11	
Easily washed and/or ironed	6	
Wash & wear, drip-dry, minimum-care	4	
Can be dry cleaned	3	
Miscellaneous	3	
Materials		21
Kind of material, good material (general)	7	
Cotton	5	
Wool	5	
Nylon	2	
Other fibers or mixtures	3	
Versatility, adaptability		19
Durability		8
Workmanship, well-made		8
Easy to get into		4
Price, inexpensive		3
Miscellaneous		4
Don't know		6
Number of cases		1,009

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 52 (Question 9c): What materials are your readymade winter blouses made of? 1/

	Cotton	Wool	Nylon	Silk	Acrylic	Rayon/ acetate	Cotton-poly-ester	Polyester	Wool-acrylic	Other mix-tures	Miscel-laneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	44	31	28	15	12	11	10	8	7	7	1	8	1,009
Age:													
18-29 years------	61	31	24	5	10	8	11	6	7	6	1	7	270
30-39 years------	38	36	25	15	14	9	11	8	7	9	1	7	299
40-49 years------	42	30	28	19	11	10	11	9	7	7	1	8	254
50-65 years------	32	27	38	24	11	19	6	9	9	7	2	9	186
Income group:													
Lower------------	48	25	21	11	13	11	9	7	7	6	1	9	247
Middle-----------	44	34	31	10	10	11	7	7	8	10	1	8	312
Upper------------	40	36	30	20	11	9	14	8	7	6	2/*	7	319
Education:													
Grade school-----	44	24	25	12	10	23	7	3	7	3	1	7	101
Some high school	43	31	27	9	12	9	8	8	7	8	1	9	226
Full high school	46	32	29	11	12	10	11	7	7	9	1	8	391
College----------	42	35	28	25	12	10	11	11	9	6	1	7	287
Employment status:													
Not employed-----	43	32	29	16	12	11	10	7	7	6	1	7	642
Employed full-time	50	33	25	12	11	9	12	11	8	9	1	9	264
Employed part-time	38	27	29	15	11	14	8	8	11	10	1	6	103
Type of community:													
Large cities-----	45	41	24	13	11	9	10	9	7	9	-	11	243
Large city suburbs	45	36	28	15	14	3	12	8	8	4	1	4	167
Small cities-----	46	30	30	16	10	12	9	8	11	7	1	6	275
Town and rural---	42	23	28	16	12	16	10	7	5	8	1	8	324

1/ Percentages add to more than 100 because some respondents reported more than one material.
2/ Asterisks indicate less than 1 percent.

Table 53 (Question 9d): Of all the materials you know about for readymade winter blouses, what material do you like best?

	Cotton	Wool	Nylon	Acrylic	Cotton-polyester	Silk	Wool-acrylic	Polyester	Rayon/acetate	Other mixtures	Miscellaneous	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any	26	15	11	7	6	6	5	4	3	3	3	11	1,009
Age:													
18-29 years------	38	15	10	5	6	1	7	4	2	2	1	9	270
30-39 years------	21	17	10	9	8	5	6	4	2	3	3	12	299
40-49 years------	24	13	9	5	7	11	3	5	2	3	4	14	254
50-65 years------	15	12	18	7	4	10	6	5	7	4	4	8	186
Income group:													
Lower------------	32	14	11	6	5	3	6	4	4	4	3	8	247
Middle-----------	24	15	14	6	5	2	6	4	3	4	2	15	312
Upper------------	22	16	10	7	9	10	4	5	2	2	3	10	319
Education:													
Grade school-----	31	13	9	4	6	4	6	1	9	1	5	11	101
Some high school	27	18	10	8	5	4	4	5	3	3	3	10	226
Full high school	26	14	11	8	7	5	5	4	2	4	2	12	391
College----------	20	15	12	5	7	10	6	6	3	3	2	11	287
Employment status:													
Not employed-----	25	15	11	7	6	7	5	4	3	3	4	10	642
Employed full-time	27	16	11	5	8	4	6	6	2	3	2	10	264
Employed part-time	21	7	16	8	5	4	6	7	4	3	2	17	103
Type of community:													
Large cities-----	21	22	9	5	5	7	5	4	3	3	3	13	243
Large city suburbs	29	14	13	9	8	7	5	4	-	2	2	7	167
Small cities-----	29	14	11	6	6	4	7	5	2	5	2	9	275
Town and rural---	23	10	12	8	7	7	4	5	6	2	3	13	324

Table 54 (Question 9e): Why do you like that material best for your winter blouses? 1/

	Cotton	Wool	Nylon	Acrylic	Cotton-polyester	Silk	Wool-acrylic
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Care and laundering	71	30	87	84	91	33	59
Wash-and-wear, drip-dry, minimum-care	5	3	54	25	61	3	7
Easily washed and/or ironed	40	2	36	35	39	6	13
Can be laundered, no need to dry clean	25	11	13	39	13	5	33
Can be dry cleaned	-	14	4	1	2	16	15
Launders well	12	1	6	7	9	10	-
Dries quickly	1	-	14	10	8	-	7
Soil resistant	1	4	2	1	2	-	4
Needs little or no starch	2	-	-	-	8	-	-
Can be starched, starches well	8	-	-	-	-	-	-
Miscellaneous	2	-	-	1	-	-	-
Weight and comfort	33	76	34	49	19	49	65
Warm, heavy	12	66	17	22	3	13	46
Feels soft, doesn't itch	6	7	6	26	6	19	11
Hangs well, fits well	2/*	7	4	6	2	8	4
Right weight	4	4	1	7	2	3	13
Light weight	1	3	4	4	2	5	2
Cool, absorbs perspiration	7	-	2	-	5	5	4
Doesn't cling or bunch	4	3	1	3	2	3	4
Comfortable (general)	3	4	4	1	-	3	2
Has body	-	-	1	-	3	2	-
Appearance and style	31	36	37	29	25	68	35
Wrinkle resistant, fresh looking	17	14	12	17	13	8	15
Dressy, feminine	-	5	12	4	5	27	6
Nice looking, pretty	6	10	4	3	3	14	13
Stylish, expensive looking	*	5	-	-	5	21	6
Nice finish, texture	1	3	8	3	2	6	2
Pretty colors	2	3	3	1	-	6	2
For everyday wear, informal	5	1	-	-	-	-	-
Miscellaneous	2	2	3	3	2	3	-
Durability	18	16	21	39	20	8	26
Doesn't shrink or stretch	6	9	7	26	8	3	24
Durable, stands up well	8	5	14	12	9	2	2
Colorfast, nonfading	7	3	4	12	6	3	4
Doesn't get fuzzy	-	1	-	4	-	-	-
Versatility, adaptability	19	15	7	1	11	35	11
Goes well with other clothes	12	7	5	1	6	32	9
For different occasions	2	5	-	-	2	3	2
For different seasons, transitional	4	-	-	-	2	-	-
Miscellaneous	1	3	2	-	2	-	-
Inexpensive to care for	4	-	2	4	2	2	-
Inexpensive	3	2	1	-	2	-	2
Miscellaneous	1	1	1	-	2	-	2
Don't know	5	2	1	1	-	3	4
Number of cases	252	148	113	69	64	63	54

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

2/ Asterisks indicate less than 1 percent.

Table 55 (Questions 10a, 10b): Ownership of readymade raincoats and dual-purpose coats 1/

	Raincoat only	Raincoat and dual-purpose coat	Dual-purpose coat only	Neither	Cases
	Percent	Percent	Percent	Percent	Number
United States total --	21	7	25	47	2,310
Age:					
18-29 years --------	18	8	26	48	525
30-39 years --------	21	7	24	48	600
40-49 years --------	21	7	27	45	573
50-65 years --------	23	8	22	47	612
Income group:					
Lower -------------	20	8	19	53	736
Middle ------------	18	6	28	48	664
Upper -------------	26	8	30	36	578
Education:					
Grade school -------	17	3	15	65	487
Some high school ---	16	7	21	56	570
Full high school ---	24	6	28	42	759
College -----------	26	13	34	27	482
Employment status:					
Not employed -------	19	7	22	52	1,545
Employed full-time -	27	8	31	34	495
Employed part-time -	19	7	28	46	270
Type of community:					
Large cities -------	26	7	22	45	509
Large city suburbs -	21	7	31	41	331
Small cities -------	22	8	29	41	602
Town and rural -----	17	8	21	54	868

1/ Only 3 women of the 2,310 reported having homemade rainwear.

Table 56 (Question 10c): What are the most important things you look for in buying (readymade) rainwear? 1/

	Percent	
Water repellent, waterproof		39
Appearance and style		37
Nice looking, pretty	16	
Pretty colors, designs, patterns	14	
Plain, simple, not fussy	5	
Wrinkle resistant, fresh looking	2	
Hood, hat	2	
Finish, texture, weave	2	
Miscellaneous	6	
Versatility, adaptability		30
Versatile (general)	15	
Goes with other clothes	11	
Practical, suitable	2	
Foldable, packable	2	
Miscellaneous	2	
Size, cut, fit, comfort		23
Fit, hangs well, comfortable in cut	10	
Light weight	5	
Right length	3	
Right weight	3	
Warm, heavy	2	
Miscellaneous	3	
Material		12
Kind of material, good material (general)	4	
Plastic	4	
Not plastic	2	
Other fiber or mixtures	2	
Durability		9
Price, inexpensive		5
Workmanship, well-made		3
Soil resistant		2
Easy to take care of		2
Miscellaneous		2
Don't know		15
Number of cases	1,225	

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 57 (Question 10d): What material is your raincoat made of? 1/

	Plastic	Cotton	Rayon/ acetate	Cotton-polyester	Cotton-rayon	Other cotton mixtures	Other mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	59	12	4	2	1	2	1	7	16	653
Age:										
18-29 years------	54	13	3	2	1	1	1	9	17	138
30-39 years------	53	15	7	2	1	1	2	7	15	165
40-49 years------	57	12	4	2	2	4	1	6	15	163
50-65 years------	67	7	4	1	1	1	2	5	15	187
Income group:										
Lower----------	67	11	5	2/*	1	*	2	4	12	205
Middle---------	58	9	6	1	1	2	2	4	19	161
Upper----------	55	12	3	4	1	1	1	11	13	196
Education:										
Grade school-----	69	9	2	-	-	1	1	3	17	95
Some high school	61	9	7	2	1	2	2	7	11	133
Full high school	56	12	6	2	1	1	2	5	17	229
College----------	55	13	2	2	1	2	1	10	16	191
Employment status:										
Not employed-----	60	12	5	1	1	1	1	8	13	405
Employed full-time	56	13	2	2	-	2	2	5	20	177
Employed part-time	61	8	6	3	3	-	1	3	17	71
Type of community:										
Large cities-----	54	17	6	1	1	1	1	6	17	169
Large city suburbs	48	16	3	5	-	3	3	11	13	93
Small cities-----	63	7	4	1	1	2	1	5	17	178
Town and rural---	63	9	4	2	1	1	1	6	14	213

1/ Percentages add to more than 100 because some respondents reported more than one material.

2/ Asterisks indicate less than 1 percent.

Table 58 (Question 10e): What material is your dual-purpose coat made of? 1/

	Cotton	Rayon/ acetate	Wool	Cotton-polyester	Cotton-rayon	Other cotton mixtures	Other mixtures	Miscellaneous	Fiber not known	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	29	11	7	5	4	5	5	4	34	747
Age:										
18-29 years-----	31	8	3	4	7	6	4	6	33	178
30-39 years-----	33	10	5	6	3	4	6	5	32	186
40-49 years-----	28	13	6	5	4	6	4	2	34	197
50-65 years-----	24	11	12	4	3	5	5	2	37	186
Income group:										
Lower----------	25	14	7	5	4	6	6	5	34	194
Middle----------	29	13	8	5	3	6	3	3	32	225
Upper----------	33	9	4	4	5	4	4	5	34	224
Education:										
Grade school-----	21	10	7	3	4	6	3	7	42	90
Some high school	27	12	4	6	2	7	6	4	33	161
Full high school	30	10	7	6	4	5	3	2	34	264
College----------	32	11	8	3	5	4	5	4	32	228
Employment status:										
Not employed-----	29	11	7	5	5	4	4	5	33	460
Employed full-time	30	7	5	4	3	7	4	2	39	194
Employed part-time	27	18	6	7	3	5	6	1	28	93
Type of community:										
Large cities-----	34	8	4	1	5	6	5	8	34	145
Large city suburbs	43	9	5	10	5	5	1	2	26	128
Small cities-----	24	11	7	2	2	6	6	3	40	222
Town and rural---	23	13	9	6	4	4	5	3	34	252

1/ Percentages add to more than 100 because some respondents reported more than one material.

Table 59 (Question 10f): Of all the materials you know about for rainwear, what material do you like best?

	Cotton	Plastic	Rayon/ acetate	Cotton-poly-ester	Wool	Cotton-rayon	Other cotton mix-tures	Other mix-tures	Miscel-laneous	Fiber not known	No choice	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
Total having any---	18	16	5	4	3	2	3	3	6	7	33	1,225
Age:												
18-29 years------	18	13	4	5	1	3	2	3	7	7	37	273
30-39 years------	22	13	5	4	3	2	3	3	6	7	32	310
40-49 years------	19	16	5	5	2	2	4	3	6	9	29	318
50-65 years------	15	19	6	3	5	1	3	3	3	7	35	324
Income group:												
Lower------------	16	22	8	4	2	2	2	4	4	6	30	343
Middle-----------	18	12	5	4	4	2	4	2	6	8	35	344
Upper------------	20	14	3	5	3	2	3	3	8	9	30	371
Education:												
Grade school-----	14	22	5	2	2	1	3	1	4	9	37	170
Some high school	13	20	7	5	2	3	4	4	4	8	30	251
Full high school	20	12	5	5	3	2	3	3	6	8	33	442
College----------	21	13	4	4	4	2	3	3	6	7	33	354
Employment status:												
Not employed-----	17	15	5	5	3	2	3	3	6	8	33	751
Employed full-time	22	15	5	3	2	1	4	2	5	8	33	329
Employed part-time	13	20	5	7	3	2	3	4	3	3	37	145
Type of community:												
Large cities-----	19	15	6	2	3	2	3	3	6	8	33	279
Large city suburbs	30	10	2	8	2	3	4	1	7	10	23	196
Small cities-----	15	18	5	3	4	1	4	4	4	8	34	354
Town and rural---	15	16	6	5	2	2	2	3	6	5	38	396

Table 60 (Question 10g): Why do you like that material best for rainwear? 1/

	Material liked best in readymade rainwear			
	Cotton	Plastic	Rayon/acetate	Cotton-polyester
	Percent	Percent	Percent	Percent
Versatility, adaptability	27	39	44	30
Dual purpose	18	2	33	19
Can be folded, carried easily	1	28	-	2
Goes well with other clothes, over them	3	8	3	-
For between seasons wear, transitional	3	2	2	4
Practical, serviceable	3	3	3	2
For different occasions	1	-	5	4
Weight and comfort	34	27	31	32
Light weight	6	24	10	11
Cool	13	2	3	6
Right weight	7	1	10	6
Warm	5	1	7	6
Feels soft	2	1	3	2
Miscellaneous	3	-	-	2
Appearance and style	33	5	49	36
Wrinkle resistant, fresh looking, neat	9	2	15	17
Nice looking, pretty	12	2	15	13
Dressy, feminine	3	-	13	2
Like finish	5	-	8	2
Comes in pretty colors, designs	2	1	-	6
Stylish, expensive looking	3	-	2	2
For everyday wear, informal	3	-	2	-
Miscellaneous	1	1	3	-
Durability	26	15	25	30
Durable, stands up well, lasts	20	12	12	23
Doesn't split or crack	5	2	7	4
Colorfast	2	2	5	8
Holds shape, doesn't shrink	4	-	3	8
Care and laundering	23	13	16	32
Easily washed, easy to take care of	5	5	3	9
Can be laundered, no need to dryclean	5	7	3	6
Can be drycleaned	11	-	5	4
Soil resistant	5	1	5	8
Wash-and-wear, drip-dry, minimum-care	-	1	-	11
Launders well	1	-	-	4
Dries quickly	-	1	3	-
Water repellent	22	51	31	32
Doesn't look like a raincoat	3	1	5	-
Inexpensive	3	25	3	-
Miscellaneous	1	1	-	2
Don't know	9	5	7	8
Number of cases	221	190	61	53

1/ Percentages (left column) may add to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one reason.

Table 61 (Questions 17a-21a): ... tell me everything you like about rayon (cotton, cotton-Dacron, all-Dacron, nylon). 1/

	Rayon	Cotton	Cotton-polyester (Dacron)	Polyester (Dacron)	Nylon
	Percent	Percent	Percent	Percent	Percent
Care and laundering	26	92	57	35	80
Easily washed and/or ironed	14	72	31	16	48
Wash & wear, drip-dry, minimum-care	4	11	39	26	62
Launders well	5	42	8	4	8
Can be laundered, needs no drycleaning	6	36	5	4	6
Dries quickly	1	2	9	7	31
Can be starched, starches well	-	19	*	-	2/*
Needs little or no starch	1	4	5	1	1
Soil resistant	1	3	2	1	2
Can be bleached, bleaches well	*	7	*	*	1
Can be drycleaned	3	2	1	*	*
Appearance and style	24	64	33	15	31
Wrinkle resistant, fresh looking	7	38	22	9	12
Nice looking, pretty	6	10	5	3	8
Nice finish, texture	5	12	4	1	6
Comes in pretty colors and designs	3	16	2	1	2
Dressy, feminine	7	3	3	2	6
Not sheer, not thin	*	7	1	1	1
Stylish, expensive looking, smart	2	1	3	1	1
For everyday wear, informal	1	6	*	*	*
Cool looking, summery	*	3	1	*	1
Miscellaneous	1	3	2	*	3
Weight and comfort	21	71	24	10	30
Cool, absorbs perspiration	9	61	14	5	7
Doesn't cling, bunch, ride up	3	14	3	2	6
Feels soft, doesn't itch, scratch	6	9	6	2	8
Hangs well, fits well	3	3	1	*	8
Light weight	2	4	3	2	3
Warm, heavy	2	3	1	1	5
Right weight	2	5	1	*	1
Comfortable (general)	1	3	1	*	2
Has body	*	2	2	*	*
Durability	13	61	21	12	46
Durable, stands up well, lasts	9	45	12	7	39
Colorfast, nonfading	3	25	7	3	5
Holds shape, pleats, doesn't shrink, stretch or bag	3	16	7	4	12
Doesn't fray, pull out at seams, snag	1	8	2	1	3
Versatility, adaptability	5	26	4	1	10
Goes well with other clothes	2	7	1	*	6
For different occasions, can dress up or down	1	10	1	*	1
Practical, suitable	1	6	1	*	1
Transitional, for different seasons	1	6	1	*	*
Versatile (general)	1	4	1	*	*
Can be folded, packed	*	*	1	*	3
Easy to mend, sew, work with	1	20	2	*	*
Inexpensive	5	17	1	*	1
Inexpensive to take care of	*	5	*	*	1
Like it in underwear, slips	4	*	1	*	15
Like it in mixtures	4	*	-	*	*
Miscellaneous	1	4	2	1	2
Don't know	21	1	22	36	4
No experience with it	3	-	10	18	*
Don't like it	26	*	2	5	6
Number of cases			2,310		

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

2/ Asterisks indicate less than 1 percent.

Table 62 (Questions 17b-21b): Please tell me everything you don't like so well about rayon (cotton, cotton-Dacron, all-Dacron, nylon). 1/

	Rayon	Cotton	Cotton-polyester (Dacron)	Polyester (Dacron)	Nylon
	Percent	Percent	Percent	Percent	Percent
Lack of durability	40	7	7	6	23
Frays, pulls out at seams, snags	26	2/*	2	2	7
Not colorfast, fades, runs, yellows	5	5	3	2	15
Loses shape, shrinks, stretches, bags	12	3	1	1	1
Not durable, doesn't wear well	9	1	1	1	1
Balls up, gets fuzzy	-	*	2	1	*
Weight and discomfort	12	2	5	10	53
Too warm, not absorbent	4	1	4	8	43
Clings, bunches, rides up, static, electricity	5	*	1	2	16
Not soft, itches, scratches	2	*	1	1	4
Too cool, too light	1	1	*	*	2
Miscellaneous	2	*	*	1	1
Care and laundering	29	14	10	5	8
Hard to wash and/or iron	17	3	3	2	4
Not wash & wear, needs ironing	2	7	4	1	1
Doesn't launder well	5	*	1	1	1
Scorches, melts, burns easily	3	-	*	1	2
Can't be washed, needs drycleaning	5	*	*	*	*
Has to be starched	*	4	*	*	*
Not soil resistant	1	2	1	*	*
Miscellaneous	2	1	2	1	1
Appearance and style	18	12	3	5	11
Wrinkles, not fresh looking	9	9	1	2	2
Too sheer, thin, transparent	*	*	1	1	7
Looks cheap, not smart	6	*	*	1	1
Dislike finish, texture	4	1	*	1	2
Miscellaneous	2	2	1	1	1
Hard to mend, sew, work with	4	*	*	*	2
Expensive	*	1	2	2	1
Miscellaneous	1	1	*	*	2
Don't know	21	13	34	45	9
No experience with it	3	-	10	18	*
Do like it	12	57	34	15	18
Number of cases			2,310		

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.
2/ Asterisks indicate less than 1 percent.

Table 63 (Questions 22a, 22b): ... do you have clothes in any of the dark cottons? (If yes) What kinds of clothes do you have in the dark cottons? 1/

	None	Dresses	Skirts	Blouses, shirts	Suits	Shorts, pedal pushers	Other	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total	34	54	20	18	4	2	2	2,310
Age:								
18-29 years------	31	48	36	31	4	2	3	525
30-39 years------	35	49	21	22	3	3	2	600
40-49 years------	34	59	18	15	5	2	1	573
50-65 years------	36	58	9	9	4	2/*	*	612
Income group:								
Lower------------	40	48	19	16	3	1	1	736
Middle-----------	33	52	23	20	5	3	2	664
Upper------------	25	65	22	24	4	2	1	578
Education:								
Grade school-----	46	45	13	10	1	*	*	487
Some high school	40	48	18	18	3	3	2	570
Full high school	29	56	27	23	4	2	2	759
College----------	24	68	22	22	8	2	2	482
Employment status:								
Not employed-----	35	52	20	19	4	2	1	1,545
Employed full-time	32	58	24	21	5	2	3	495
Employed part-time	33	55	21	16	4	3	1	270
Type of community:								
Large cities-----	33	52	24	21	4	2	3	509
Large city suburbs	35	52	23	18	4	2	2	331
Small cities-----	32	58	18	19	4	1	1	602
Town and rural---	36	53	20	17	4	3	1	868

1/ Percentages add to more than 100 because some respondents gave more than one answer.

2/ Asterisks indicate less than 1 percent.

Table 64 (Question 22c): Do you wear (any of) your dark cottons at all times of the year or do wear your dark cottons only during certain seasons? (Which seasons?) 1/

	Percent
All year	53
Summer	27
Fall	26
Spring	26
Winter	9
Number of cases	1,520

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 65 (Question 23a): What do you like about dark cottons? 1/

	Percent	
Appearance and style		47
Dressy, more so than other cottons	16	
Slimming, look well on larger women	10	
Wrinkle resistant, fresh looking	9	
Pretty colors, designs, prints	7	
Stylish, different, expensive looking	7	
Nice looking, pretty	5	
Informal, simple, for everyday wear, work wear	3	
For a change, varied wardrobe	2	
Miscellaneous	4	
Care and laundering		44
Soil resistant	37	
Easily washed and/or ironed	6	
Can be laundered, no need to dryclean	4	
Launder well	2	
Miscellaneous	2	
Versatility, adaptability		25
Transitional, for fall, different seasons	12	
For different occasions, can dress up or down	10	
Practical, suitable	2	
For changeable, unseasonable weather	2	
Miscellaneous	3	
Weight and comfort		8
Cool, cooler than they look	4	
Comfortable	1	
Miscellaneous	3	
Durability		4
Miscellaneous		2
Don't know		8
No experience with them		2
Don't like dark cottons		11
Number of cases		2,310

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 66 (Question 23b): What don't you like so well about dark cottons? 1/

	Percent	
Appearance and style		31
Picks up dust, lint, hair	17	
Dislike colors, designs, prints	7	
Not becoming, not my type, too old looking	4	
Look too warm, look too heavy	3	
Miscellaneous	4	
Care and laundering		29
Pick up lint in washing	18	
Need hand washing, separate washing	17	
Show dirt, soil, stains	4	
Do not take starch well, streak	3	
Hard to wash and/or iron	2	
Can't launder, have to dryclean	2	
Miscellaneous	1	
Nondurability		12
Not colorfast, fade, run	9	
Get shiny, can't iron on right side	3	
Don't wear well, don't last	1	
Too warm, dark colors hold heat		3
Miscellaneous		3
Don't know		8
No experience with them		2
Do like dark cottons		31
Number of cases		2,310

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 67 (Question 23c): All in all, would you say that dark cottons are very satisfactory, satisfactory enough, or not satisfactory?

	Very satisfactory	Satisfactory enough	Not satisfactory	No opinion	Cases
	Percent	Percent	Percent	Percent	Number
United States total	34	41	13	12	2,310
Dark cotton owners	46	46	7	1	1,520
Non-owners	11	32	24	33	790
Wear dark cottons:					
All year	49	44	6	1	808
Summer	40	49	10	1	403
Fall	45	48	6	1	397
Spring	46	47	5	2	385
Winter	43	50	7	-	143

Table 68 (Questions 24a, 24b): ... do you have clothes in any of the new cotton weaves? (If Yes) What kinds of clothes do you have in the new cotton weaves? 1/

	None	Dresses	Suits	Skirts	Blouses, shirts	Other	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total ---	78	14	4	3	2	1	2,310
Age:							
18-29 years ---------	77	14	3	5	2	2	525
30-39 years ---------	76	14	5	4	3	1	600
40-49 years ---------	78	16	4	3	1	1	573
50-65 years ---------	81	13	2	2	1	1	612
Income group:							
Lower ----------	81	12	3	3	2	1	736
Middle ----------	80	12	3	4	2	1	664
Upper ----------	70	20	5	4	3	2	578
Education:							
Grade school --------	89	8	2	1	2/*	*	487
Some high school ----	81	11	3	3	2	1	570
Full high school ----	76	15	4	5	2	1	759
College ----------	68	22	7	4	3	2	482
Employment status:							
Not employed --------	79	13	4	3	2	1	1,545
Employed full-time --	77	15	4	4	2	2	495
Employed part-time --	74	18	4	4	1	1	270
Type of community:							
Large cities --------	82	10	3	4	3	1	509
Large city suburbs --	79	14	4	2	2	2	331
Small cities --------	75	17	3	4	2	1	602
Town and rural ------	78	14	4	3	2	1	868

1/ Percentages add to more than 100 because some respondents gave more than one answer.

2/ Asterisks indicate less than 1 percent.

Table 69 (Question 24c): Which of the new cotton weaves do you have? 1/

	Percent
Nubby	52
Tweed	29
Brocade	14
Hopsacking	2
Shagbark	1
Other	7
Don't know	5
Number of cases	500

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 70 (Question 24d): Do you wear (any of) these cotton weaves at all times of the year or do you wear these cotton weaves only during certain seasons? (Which seasons?) 1/

	Percent
All year	32
Spring	36
Summer	34
Fall	27
Winter	12
Don't know	4
Number of cases	500

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 71 (Question 25a): What do you like about the new cotton weaves? 1/

	Percent	
Appearance and style		36
Nice looking, pretty	12	
Stylish, different, expensive looking	11	
Wrinkle resistant, fresh looking	7	
Dressy, more so than other cottons	5	
Variety of weaves, finishes, textures	4	
Pretty colors, designs, prints	3	
Look like other materials	2	
Miscellaneous	4	
Care and laundering		10
Easily washed and/or ironed	4	
Can be laundered, no need to dryclean	3	
Wash-and-wear, drip-dry, minimum-care	2	
Soil resistant	2	
Miscellaneous	2	
Durability		5
Weight and comfort		5
Versatility, adaptability		4
Miscellaneous		4
Don't know		29
No experience with them		27
Don't like new cotton weaves		3
Number of cases		2,310

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 72 (Question 25b): What don't you like so well about the new cotton weaves? 1/

	Percent
Appearance and style	6
Nondurability, runs, frays, loses shape, doesn't last	7
Care and laundering	2
Weight and discomfort	2
Miscellaneous	2
Don't know	35
No experience with it	27
Do like new cotton weaves	23
Number of cases	2,310

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 73 (Question 25c): All in all, would you say that the new cotton weaves are very satisfactory, satisfactory enough, or not satisfactory?

	Very satisfactory	Satisfactory enough	Not satisfactory	No opinion	Cases
	Percent	Percent	Percent	Percent	Number
United States total	19	20	3	58	2,310
New cotton weave owners	54	38	3	5	500
Non-owners	9	15	3	73	1,810
Wear new cotton weaves:					
All year	63	30	2	5	159
Spring	50	42	5	3	179
Summer	51	41	3	5	169
Fall	51	42	3	4	135
Winter	61	35	2	2	62

Table 74 (Question 26a): What materials do you think of as being wash-and-wear?

(Question 26b): What material do you think is best for women's wash-and-wear clothes? 1/

	Think of	Think best
	Percent	Percent
Nylon	68	17
Cotton-polyester	50	24
Acrylic	47	5
Polyester	46	10
Cotton	32	14
Polyester-rayon/acetate	15	1
Rayon/acetate	12	1
Wool-polyester	7	2/*
Cotton-nylon	4	1
Cotton-rayon/acetate	2	1
Wool-acrylic	2	*
Other cotton mixtures	4	1
Miscellaneous mixtures	2	1
Miscellaneous fibers alone	3	*
Unknown materials	10	*
No choice	-	24
Number of cases	2,310	2,310

1/ Percentages in the first column add to more than 100 because some respondents named more than one material.

2/ Asterisks indicate less than 1 percent.

Table 75 (Question 26c): In what ways is that wash-and-wear material better than other wash-and-wear materials? 1/

	Wash-and-wear material thought best				
	Cotton-polyester	Nylon	Cotton	Polyester	Acrylic
	Percent	Percent	Percent	Percent	Percent
Care and laundering	72	85	60	78	66
True wash-and-wear, no ironing	14	56	7	34	27
Little ironing, easy ironing	41	13	27	29	12
Easy to take care of, saves time, work	14	17	16	16	9
Launders well	10	6	10	8	20
Dries quickly	10	19	4	8	10
Machine launder, no need to dryclean	9	7	14	3	7
Hand washable, just rinse	3	5	3	2	8
Needs little or no starch	4	1	6	3	1
Soil resistant	2	1	1	1	3
Durability	23	20	35	13	29
Stands up well, lasts	10	15	19	6	8
Holds shape, pleats, doesn't shrink, stretch, bag	7	4	7	5	18
Colorfast, nonfading, doesn't run, yellow	6	3	13	5	7
Doesn't fray, pull out at seams	3	1	4	-	2
Holds body, looks new longer	2	1	3	1	1
Miscellaneous	1	1	2/*	-	2
Appearance and style	25	11	20	20	20
Wrinkle resistant, fresh looking	11	7	9	11	13
Nice looking, pretty	6	3	5	4	5
Finish, smooth, treated	3	1	2	4	2
Pretty colors, patterns, designs	2	1	3	1	1
Opaque, not sheer	1	-	2	1	-
Stylish, smart, expensive looking	2	-	*	*	1
Miscellaneous	2	1	1	1	1
Weight and comfort	19	6	20	12	15
Cool	8	2	13	4	3
Feels good, soft, doesn't itch, scratch	4	2	3	4	6
Has body	4	*	2	3	4
Comfortable	2	1	1	-	2
Miscellaneous	4	2	3	2	4
Versatile, adaptable	3	2	7	2	-
Inexpensive, good value	1	1	3	1	1
Miscellaneous	1	1	2	2	1
Don't know	14	10	15	9	12
Number of cases	557	398	317	240	105

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

2/ Asterisks indicate less than 1 percent.

Table 76 (Question 26d): What kinds of clothes do you have in wash-and-wear fabrics? 1/

	None	Lingerie	Dresses	Blouses, shirts	Skirts	Suits	Shorts, slacks	Other	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total	14	62	55	47	19	5	2	4	2,310
Age:									
18-29 years	11	64	48	55	23	3	3	5	525
30-39 years	12	64	53	57	25	6	3	5	600
40-49 years	13	63	60	48	18	6	2	4	573
50-65 years	18	58	58	31	10	4	2/*	1	612
Income group:									
Lower	17	59	51	38	16	4	2	2	736
Middle	11	62	55	52	21	4	2	4	664
Upper	8	69	59	59	23	7	3	6	578
Education:									
Grade school	25	53	47	28	12	3	*	1	487
Some high school	11	63	54	45	17	4	2	3	570
Full high school	10	64	57	54	23	4	3	5	759
College	10	68	60	59	21	8	3	6	482
Employment status:									
Not employed	14	62	53	45	17	5	2	3	1,545
Employed full-time	11	63	57	55	23	5	2	6	495
Employed part-time	15	61	58	47	18	3	3	4	270
Type of community:									
Large cities	11	64	50	51	19	7	3	4	509
Large city suburbs	9	67	53	53	24	4	4	6	331
Small cities	14	58	58	48	18	3	1	4	602
Town and rural	16	63	56	43	17	5	1	3	868

1/ Percentages add to more than 100 because some respondents named more than one type of garment.

2/ Asterisks indicate less than 1 percent.

Table 77 (Question 26e): What do you like about wash-and-wear clothes for women? 1/

	Percent	
Care and laundering		81
Little or no ironing, easy ironing	31	
Easy to take care of, save time	31	
True wash-and-wear, no ironing	24	
Machine launder, no need to dryclean	11	
Dry quickly	9	
Hand washable, just rinse	5	
Need little or no starch	3	
Launder well	3	
Miscellaneous	2	
Appearance and style	14	14
Wrinkle resistant, fresh looking	9	
Nice looking, pretty	3	
Miscellaneous	4	
Not expensive to take care of, save money	9	
Durability		8
Versatility, adaptability		5
Weight and comfort		5
Miscellaneous		1
Don't know		10
Don't like wash-and-wear, no such thing		2
Number of cases	2,310	

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 78 (Question 26f): What don't you like so well about wash-and-wear clothes for women? 1/

	Percent	
Care and laundering		22
Not true wash-and-wear, requires ironing	17	
Misleading claims, falsely advertised	7	
Special washing, by hand, can't use drier	2	
Hard to iron, wrinkles stay in	1	
Miscellaneous	4	
Too warm, not absorbent		4
Nondurability		4
Appearance and style		4
Miscellaneous		3
Don't know		20
Like wash-and-wear, no dislikes		48
Number of cases	2,310	

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 79 (Question 26g): All in all, would you say that wash-and-wear clothes for women are very satisfactory, satisfactory enough, or not satisfactory?

	Very satisfactory	Satisfactory enough	Not satisfactory	No opinion	Cases
	Percent	Percent	Percent	Percent	Number
United States total	45	31	6	18	2,310
Wash-and-wear owners	49	32	6	13	1,996
Non-owners	17	24	7	52	314

Table 80 (Question 27a): ... the last time you went to the grocery store, what did you wear?

	Formal wear				Informal wear					
	Dress	Skirt	Suit	Other	House-dress	Shorts	Slacks	Jeans	Don't recall	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total---	35	20	2	2	24	9	4	2	2	2,310
Age:										
18-29 years---------	26	32	1	2	8	15	10	4	2	525
30-39 years---------	31	24	2	2	17	15	4	3	2	600
40-49 years---------	41	18	2	1	27	5	3	2	1	573
50-65 years---------	43	8	2	1	40	1	1	1	3	612
Income group:										
Lower---------------	35	16	1	1	33	6	4	2	2	736
Middle--------------	33	23	2	2	21	11	5	2	1	664
Upper---------------	37	24	3	1	13	13	5	3	1	578
Education:										
Grade school--------	34	10	1/*	*	48	2	*	4	2	487
Some high school----	35	20	1	2	26	8	4	2	2	570
Full high school----	33	25	2	2	14	13	7	3	1	759
College-------------	41	23	4	2	12	10	5	1	2	482
Employment status:										
Not employed--------	34	20	1	1	26	10	4	2	2	1,545
Employed full-time--	36	22	2	4	17	7	5	4	3	495
Employed part-time--	41	14	2	1	25	6	7	2	2	270
Type of community:										
Large cities--------	31	25	1	3	23	10	4	1	2	509
Large city suburbs--	33	23	3	1	16	15	5	2	2	331
Small cities--------	41	17	2	1	25	6	5	1	2	602
Town and rural------	36	18	2	1	26	8	3	4	2	868

1/ Asterisks indicate less than 1 percent.

Table 81 (Question 27b): And the last time you went downtown (to the city) to shop what did you wear?

	Formal wear				Informal wear			
	Dress	Skirt	Suit	Other	House-dress	Other	Don't recall	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total--	62	15	12	1	5	2	3	2,310
Age:								
18-29 years--------	55	27	7	1	3	5	2	525
30-39 years--------	59	17	13	1	5	2	3	600
40-49 years--------	62	12	16	1	5	1	3	573
50-65 years--------	71	5	13	-	7	1/*	4	612
Income group:								
Lower--------------	61	16	7	*	10	3	3	736
Middle-------------	63	16	12	1	3	3	2	664
Upper--------------	59	15	21	1	1	1	2	578
Education:								
Grade school-------	65	10	6	*	14	1	4	487
Some high school---	62	16	9	1	5	3	4	570
Full high school---	62	18	14	*	2	2	2	759
College------------	60	16	20	1	1	1	1	482
Employment status:								
Not employed-------	63	14	12	*	6	2	3	1,545
Employed full-time-	59	19	13	1	3	2	3	495
Employed part-time-	63	16	11	*	5	2	3	270
Type of community:								
Large cities-------	54	20	18	*	2	1	5	509
Large city suburbs-	62	16	15	1	1	2	3	331
Small cities-------	67	14	10	1	5	2	1	602
Town and rural-----	64	12	9	1	8	3	3	868

1/ Asterisks indicate less than 1 percent.

Table 82 (Question 27c): What did you wear the last time you had guests in for the evening?

	Formal wear			Informal wear					
	Dress	Skirt	Other	House-dress	Shorts	Slacks	Other	Don't recall	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total--	54	12	3	14	5	3	2	7	2,310
Age:									
18-29 years--------	43	21	5	5	11	6	2	7	525
30-39 years--------	50	16	3	10	7	4	2	8	600
40-49 years--------	60	9	3	16	2	1/*	2	8	573
50-65 years--------	61	3	1	24	1	1	*	9	612
Income group:									
Lower--------------	46	11	2	23	5	2	1	10	736
Middle-------------	55	15	3	9	7	3	2	6	664
Upper--------------	62	12	4	6	6	3	2	5	578
Education:									
Grade school-------	44	6	1	33	2	1	2	11	487
Some high school---	53	13	3	13	6	2	1	9	570
Full high school---	54	16	3	9	6	4	2	6	759
College------------	65	11	4	4	5	3	2	6	482
Employment status:									
Not employed-------	53	13	3	16	5	2	1	7	1,545
Employed full-time-	55	12	2	9	7	3	3	9	495
Employed part-time-	54	9	2	14	4	4	*	13	270
Type of community:									
Large cities-------	53	16	4	9	4	4	2	8	509
Large city suburbs-	57	17	4	6	4	5	2	5	331
Small cities-------	57	11	3	15	5	2	1	6	602
Town and rural-----	50	9	2	19	6	2	2	10	868

1/ Asterisks indicate less than 1 percent.

Table 83 (Question 27d): What were you wearing the last time you spent an evening at home alone or with just your family?

	Formal wear			Informal wear						
	Dress	Skirt	Other	House-dress	Shorts	Slacks	Jeans	Other	Don't recall	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total--	17	9	2	33	19	6	4	9	1	2,310
Age:										
18-29 years--------	11	11	4	14	36	11	6	7	1/*	525
30-39 years--------	11	12	2	25	26	8	6	9	1	600
40-49 years--------	21	9	1	37	13	5	3	10	1	573
50-65 years--------	23	5	*	54	3	2	1	10	2	612
Income group:										
Lower--------------	14	7	1	45	14	4	5	9	1	736
Middle-------------	14	11	2	31	22	7	4	9	*	664
Upper--------------	21	12	2	18	24	8	4	10	1	578
Education:										
Grade school-------	14	5	1	59	6	2	5	7	1	487
Some high school---	16	8	2	37	19	4	4	9	1	570
Full high school---	15	11	2	23	25	10	5	8	1	759
College------------	22	11	2	19	22	8	2	13	1	482
Employment status:										
Not employed-------	16	10	2	35	19	6	4	7	1	1,545
Employed full-time-	19	9	2	26	19	8	3	14	*	495
Employed part-time-	16	5	2	37	15	8	5	11	1	270
Type of community:										
Large cities-------	17	12	2	30	17	7	2	12	1	509
Large city suburbs-	20	10	2	19	23	10	2	13	1	331
Small cities-------	18	8	2	35	20	6	3	7	1	602
Town and rural-----	15	8	1	40	18	4	6	7	1	868

1/ Asterisks indicate less than 1 percent.

Table 84 (Question 27e): What did you wear the last time you were watching a movie in a neighborhood or downtown theater, not a drive-in?

	Formal wear				Informal wear			
	Dress	Skirt	Suit	Other	House-dress	Other	Don't recall	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total--	39	13	7	1/*	2	2	37	2,310
Age:								
18-29 years--------	42	24	5	1	1	5	22	525
30-39 years--------	39	18	7	1	2	2	31	600
40-49 years--------	38	10	9	-	2	1	40	573
50-65 years--------	37	3	7	-	2	*	51	612
Income group:								
Lower--------------	36	12	6	1	3	2	40	736
Middle-------------	41	14	8	*	1	2	34	664
Upper--------------	42	16	9	*	1	3	29	578
Education:								
Grade school-------	34	5	2	1	5	*	53	487
Some high school---	37	14	6	*	1	2	40	570
Full high school---	41	15	9	*	1	3	31	759
College------------	42	17	12	*	1	3	25	482
Employment:								
Not employed-------	39	13	6	*	2	2	38	1,545
Employed full-time	42	14	10	*	1	3	30	495
Employed part-time	35	14	8	*	1	1	41	270
Type of community:								
Large cities-------	40	18	9	1	1	3	28	509
Large city suburbs	42	17	8	*	1	2	30	331
Small cities-------	45	10	7	*	1	1	36	602
Town and rural-----	33	12	6	*	3	2	44	868

1/ Asterisks indicate less than 1 percent.

Table 85 (Question 27f): What did you have on the last time you were doing a few hours of housework?

	Formal wear			Informal wear						
	Skirt	Dress	Other	House-dress	Shorts	Jeans	Slacks	Other	Don't recall	Cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	No.
United States total--	7	6	1	45	23	8	6	3	1	2,310
Age:										
18-29 years--------	10	4	2	18	39	13	10	3	1	525
30-39 years--------	9	4	1	32	33	11	8	2	-	600
40-49 years--------	5	8	1	53	18	5	5	3	2	573
50-65 years--------	4	6	1	73	6	3	3	3	1	612
Income group:										
Lower--------------	6	5	2	57	16	8	3	3	1/*	736
Middle-------------	8	6	1	41	26	9	7	2	*	664
Upper--------------	8	6	2	30	32	9	9	3	1	578
Education:										
Grade school-------	5	4	1	72	6	7	2	2	1	487
Some high school---	8	6	2	47	23	6	4	4	*	570
Full high school---	7	6	2	33	30	9	10	2	1	759
College------------	7	7	1	33	31	7	9	3	2	482
Employment status:										
Not employed-------	8	6	1	46	24	7	5	2	1	1,545
Employed full-time-	5	7	2	36	26	9	10	4	1	495
Employed part-time-	4	4	2	53	17	8	8	3	1	270
Type of community:										
Large cities-------	6	6	3	44	21	6	8	5	1	509
Large city suburbs-	7	6	1	33	33	8	10	2	*	331
Small cities-------	6	6	1	47	25	5	6	3	1	602
Town and rural-----	8	5	1	48	20	10	5	2	1	868

1/ Asterisks indicate less than 1 percent.

Table 86 (Question 28a): What would you say are the difficulties or problems you run into most often when buying clothes for yourself? 1/

	Percent	
Fit		36
Am short waisted	8	
Am long waisted	4	
Have small waist	4	
Have large waist	1	
Waist (general)	2	
Need short length	9	
Need long length	6	
Length (general)	2	
Have wide hips	7	
Have narrow hips	1	
Hips (general)	1	
Bust	5	
Shoulders	3	
Style		30
Limited styles, little selection	8	
Necklines	7	
Skirts	7	
Sleeves	6	
Limited colors, patterns	5	
Few simple, basic clothes	2	
Little for large-younger women	2	
Little for small-older women	2	
Size		29
Finding correct size	7	
Finding half sizes	6	
Hard to fit, no correct size	5	
Sizes don't run true	4	
Finding large sizes	4	
Finding small sizes	3	
Finding short sizes	2	
Price, too expensive		11
Poor workmanship		8
Miscellaneous		4
Don't know		3
Have no problems		18
Make my own clothes		2
Number of cases		2,310

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 87 (Question 28b): In the last year or so have you wanted something to wear for a particular purpose and just couldn't find what you wanted? (What was it you wanted?)

	Percent
No, don't recall	70
Dress	25
Suit	2
Other mentions	3
Number of cases	2,310

Table 88 (Question 28c): If you were designing women's clothes, what would you want to change or improve about them? 1/

	Percent	
General styling changes		39
No extreme styles	18	
More basic styles, simple, tailored	14	
More styles for larger women	4	
More feminine styles	2	
More lasting styles	2	
More styles for older women	2	
More styles for younger women	2	
Miscellaneous	4	
Specific style changes		31
Make skirt longer	11	
Roomier, rounder skirts	4	
Gathered, pleated, fuller skirts	4	
More straight skirts	3	
Changes in necklines	7	
Changes in sleeve styles	6	
Miscellaneous	5	
Size, fit, and comfort		15
More half sizes, proportional sizes	3	
More clothes for hard to fit women	3	
True sizes, standardized	2	
Standardize the length	3	
Comfortable, full waist, bodices	3	
Miscellaneous	2	
Workmanship		9
Better bindings, thread, buttons, belts, etc.	3	
More material, less skimpy	3	
Better tailoring, seams that don't pull out	2	
Better, deeper hems	2	
Miscellaneous	2	
Less expensive		3
Miscellaneous		4
Don't know		14
Satisfied, no changes needed		18
Number of cases		2,310

1/ Percentages (left column) may total to more than their subtotals (right column), and these total to more than 100 because some respondents gave more than one answer.

Table 89 (Questions 29a, 29b): Have you shopped in a store and bought a ready-made dress, suit, or skirt for yourself within the last year or so? (If yes) What was the last of these garments you bought--a dress, a suit, or a skirt?

	No, haven't shopped	Last one bought			Cases
		Dress	Suit	Skirt	
	Pct.	Pct.	Pct.	Pct.	No.
United States total----------	21	62	9	8	2,310
Age:					
18-29 years----------	17	61	9	13	525
30-39 years----------	21	60	8	11	600
40-49 years----------	21	64	10	5	573
50-65 years----------	25	65	7	3	612
Income group:					
Lower----------	28	58	7	7	736
Middle----------	23	61	8	8	664
Upper----------	12	67	13	8	578
Education:					
Grade school----------	34	59	3	4	487
Some high school----------	21	64	7	8	570
Full high school----------	18	63	10	9	759
College----------	13	65	13	9	482
Employment status:					
Not employed----------	24	61	8	7	1,545
Employed full-time----------	14	65	11	10	495
Employed part-time----------	21	61	9	9	270
Type of community:					
Large cities----------	17	64	8	11	509
Large city suburbs----------	18	62	11	9	331
Small cities----------	20	64	10	6	602
Town and rural----------	26	61	7	6	868

Table 90 (Question 29c): Did you have any problems or difficulties in finding the dress (suit, skirt) you wanted? (What were the problems?) 1/

	Last one bought		
	Dress	Suit	Skirt
	Pct.	Pct.	Pct.
No, no problems	66	69	76
Finding size, fit	14	13	11
Finding right style	12	12	4
Finding color, print, pattern	4	5	3
Needed alterations	3	4	3
Finding right length	3	3	2
Price, too expensive	3	2	2
Finding material, weave	2	3	1
Finding plain style	1	2	-
Miscellaneous	1	1	-
Don't recall	2	1	1
Number of cases	1,436	198	174

1/ Percentages add to more than 100 because some respondents named more than one problem.

Table 91 (Question 29d): How important was the material when you were deciding--was it the most important factor of all, one of the very important factors, somewhat important, or not at all important?

	Last one bought		
	Dress	Suit	Skirt
	Pct.	Pct.	Pct.
Most important factor	16	20	15
Very important factor	25	28	25
Somewhat important	36	37	36
Not at all important	21	14	22
No opinion	2	1	2
Number of cases	1,436	198	174

Table 92 (Question 29e): How did you happen to learn what the material was? 1/

	Last one bought		
	Dress	Suit	Skirt
	Pct.	Pct.	Pct.
Label, tag	52	55	52
Knew it by sight, feel	26	21	30
Salesperson told me	14	17	7
Came for it, saw it advertised	2	4	3
Some one told me	1	-	1
Don't recall	2	2	1
Don't know what it is	9	9	13
Number of cases	1,436	198	174

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 93 (Question 29f): Did you talk about the material with the salesperson?

(Question 29g): If yes, did she seem to know a great deal about the material, something about it, or not very much about it?

	Last one bought		
	Dress	Suit	Skirt
	Pct.	Pct.	Pct.
No, don't recall	63	57	76
Yes, I did	37	43	24
She knew:			
A great deal about it	15	19	10
Something about it	13	12	8
Not very much about it	8	11	5
No opinion	1	1	1
Number of cases	1,436	198	174

Table 94 (Question 29h): Did the salesperson bring the dresses (suits, skirts) to you or just help you select them from the racks or did you look them over without her help?

	Last one bought		
	Dress	Suit	Skirt
	Percent	Percent	Percent
Looked without her help	49	50	63
She helped at racks	28	24	23
She brought them to me	16	20	5
Don't recall	7	6	9
Number of cases	1,436	198	174

Table 95 (Question 29i): All in all, would you say that the salesperson was a lot of help, some help, or no help at all in making your choice?

	Last one bought		
	Dress	Suit	Skirt
	Percent	Percent	Percent
No help	33	31	43
Some help	31	32	24
Lot of help	26	28	17
No opinion	10	9	16
Number of cases	1,436	198	174

Table 96 (Question 29j): Would you tell me your reasons for saying that? 1/

	Salesperson was--		
	No help	Some help	Lot of help
	Percent	Percent	Percent
Favorable comments:			
Helpful, pleasant, courteous	—	27	66
Helped me find it, brought them	—	25	31
Advised me, gave honest opinion	—	18	23
Advised me about material	—	10	15
Helped me try it on	—	8	4
Advised or helped with fit, alterations	—	7	9
Helped me to decide (general)	—	3	3
Suggested accessories, other things	—	2	3
Didn't high pressure	—	2	2
Knew her stock	—	1	2
Neutral comments:			
I didn't want help	41	13	—
I picked it myself	32	5	2/*
Handled the sale, wrapped it	8	4	*
Told me where it was, where to try it on	1	8	4
Unfavorable comments:			
Didn't know material	2	1	—
Said everything looked good, not honest	2	1	—
Didn't know her stock	1	1	—
Unfavorable (general)	14	3	—
Number of cases	606	553	456

1/ Percentages add to more than 100 because some respondents gave more than one answer.
2/ Asterisks indicate less than 1 percent.

Table 97: Background information: Relationship between characteristics used as standard crossbreaks 1/

	Cases	Age (years)				Income Group			Education				Employment Status			Type of Community			
		18-29	30-39	40-49	50-65	Lower	Middle	Upper	Grade school	Some high school	Full high school	College	Not employed	Employed Full-time	Employed Part-time	Large cities	Large city suburbs	Small cities	Town and rural
	Number	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct	Pct.	Pct.
Age:																			
18-29 years	525	100				38	33	18	10	28	42	20	67	22	11	27	13	23	37
30-39 years	600		100			24	35	31	13	24	41	22	72	19	9	22	18	24	36
40-49 years	573			100		25	27	31	21	24	33	21	58	27	15	21	17	25	37
50-65 years	612				100	41	20	19	39	23	17	21	71	18	11	19	10	31	40
Income group:																			
Lower	736	27	20	20	33	100			36	29	25	10	65	21	14	22	6	30	42
Middle	664	26	32	23	19		100		12	30	39	19	68	20	12	26	17	23	34
Upper	578	17	32	31	20			100	7	12	41	40	66	26	8	21	23	23	33
Education:																			
Grade school	487	11	16	25	48	55	17	8	100				74	14	12	19	9	26	46
Some high school	570	25	25	25	25	38	35	12		100			69	18	13	25	13	25	37
Full high school	759	29	32	25	14	24	34	31			100		65	24	11	23	18	24	35
College	482	22	27	25	26	15	26	47				100	61	28	11	22	15	29	34
Employment status:																			
Not employed	1,545	23	28	21	28	31	29	25	23	25	32	19	100			22	15	23	40
Employed full-time	495	24	23	31	22	32	27	30	14	21	37	28		100		25	14	33	28
Employed part-time	270	21	21	32	26	39	30	17	22	28	31	19			100	16	11	30	43
Type of community:																			
Large cities	509	28	26	23	23	32	35	24	18	27	34	21	67	25	8	100			
Large city suburbs	331	21	32	29	18	14	33	41	13	23	42	22	70	21	9		100		
Small cities	602	20	25	24	31	37	26	22	21	24	31	23	60	27	13			100	
Town and rural	868	22	25	25	28	35	26	22	26	24	31	19	71	16	13				100

1/ Percentages may add to less than 100 because some characteristics were not ascertained for some respondents.

With the exception of check-box material, some instructions to interviewers, office-record information, and free-answer space, the questionnaire used for this study is reproduced below in entirety. Data from a few of these questions have been omitted from tables and/or text because the numbers of responses involved were too small to be significant.

Budget Bureau No. 40-5915.1
Expiration Date June 30, 1959

SURVEY OF WOMEN'S APPRAISALS OF FIBERS FOR THEIR OWN CLOTHES

Hello! I'm Mrs. _____ of Interview Research Institute. I am making some interviews for the U. S. Department of Agriculture about women's clothes, and I am interested in your ideas.

First, I'd like to ask you a few questions about your readymade clothes -- the ones which you've actually worn in the last year or so. For example...

1a. Summer skirts -- Do you have any readymade summer skirts that you have worn in the last year or so -- not two-piece suits or dresses but just separate skirts for summer wear? (IF NO, SKIP TO 2a & GIVE CARD AT 2c, 3c OR LATER)

b. What are the most important things you look for in buying a separate summer skirt?

c. (HAND CARD) This card gives some examples of materials. It may help remind you either of those materials or others. What materials are your readymade summer skirts made of?

SOME EXAMPLES OF MATERIALS (FIBERS)

Alone, Such as--	Mixtures or Blends, Such as --
ACETATE	COTTON-ACETATE
ACRILAN	DACRON-COTTON
ARNEL	DACRON-RAYON
COTTON	DACRON-WOOL
DACRON	NYLON-COTTON
LINEN	NYLON-RAYON
NYLON	ORLON-WOOL
ORLON	RAYON-COTTON
RAYON	RAYON-DACRON
SILK	RAYON-WOOL
WOOL	RAYON-DACRON-COTTON
etc.	etc.

Please tell us also of any garments for which you do not know the materials.

d. Of all the materials you know about for readymade summer skirts, what material do you like best? (IF NO CHOICE, SKIP TO 2a)

e. Why do you like that material best for your summer skirts?

2a. Now, summer suits - matching jackets and skirts for summer wear -- have you any readymade summer suits that you have worn in the last year or so? (IF NO, SKIP TO 3a)

b. What are the most important things you look for in buying a summer suit?

c. What materials are your readymade summer suits made of?

d. Of all the materials you know about for readymade summer suits, what material do you like best? (IF NO CHOICE, SKIP TO 3a)

e. Why do you like that material best for your summer suits?

3a. And, summer dresses - I am not asking about house dresses or very dressy clothes but just about regular summer dresses -- do you have any readymade one-piece summer dresses that you have worn in the last year or so? (IF NO, SKIP TO 4a)

b. What are the most important things you look for in buying a summer dress?

c. What materials are your readymade summer dresses made of?

d. Of all the materials you know about for readymade summer dresses, what material do you like best? (IF NO CHOICE, SKIP TO 4a)

e. Why do you like that material best for your summer dresses?

4a. Next, between-seasons dresses - the kind of dress for wear in the spring or in the fall when the weather is changeable but not too hot or too cold -- do you have any readymade one-piece dresses of that type that you have worn in the last year or so? (IF NO, SKIP TO 5a)

b. What are the most important things you look for in buying a between-seasons dress?

c. What materials are your readymade between-seasons dresses made of?

d. Of all the materials you know about for readymade between-seasons dresses, what material do you like best? (IF NO CHOICE, SKIP TO 5a)

e. Why do you like that material best for your between-seasons dresses?

5a. What about knit dresses -- do you have any readymade knit dresses that you have worn in the last year or so? (IF NO, SKIP TO 6a)

b. What are the most important things you look for in buying a readymade knit dress?

c. What do you particularly like about knit dresses?

d. What don't you like so well about knit dresses?

e. What kind of yarns or fibers are your readymade knit dresses made of?

f. Of all the yarns you know about for readymade knit dresses, what kind of yarn or fiber do you like best? (IF NO CHOICE, SKIP TO 6a)

g. Why do you prefer that kind of yarn for your knit dresses?

6a. Then, petticoats or half-slips (not crinolines)-- do you have any readymade petticoats that you have worn in the last year or so? (IF NO, SKIP TO 7a)

b. What are the most important things you look for in buying a petticoat?

c. What materials are your readymade petticoats made of?

d. Of all the materials you know about for readymade petticoats, what material do you like best? (IF NO CHOICE, SKIP TO 7a)

e. Why do you like that material best for your petticoats?

7a. And whole slips -- do you have any readymade whole slips that you have worn in the last year or so? (IF NO, SKIP TO 8a)

b. What are the most important things you look for in buying a whole slip?

c. What materials are your readymade whole slips made of?

d. Of all the materials you know about for readymade whole slips, what material do you like best? (IF NO CHOICE, SKIP TO 8a)

e. Why do you like that material best for your whole slips?

8a. Now, summer blouses, including any that you may wear the year around--do you have any readymade summer blouses that you have worn in the last year or so? (IF NO, SKIP TO 9a)

b. What are the most important things you look for in buying a summer blouse?

c. What materials are your readymade summer blouses made of?

d. Of all the materials you know about for readymade summer blouses, what material do you like best? (IF NO CHOICE, SKIP TO 9a)

e. Why do you like that material best for your summer blouses?

9a. Then, winter blouses -- do you have any readymade winter blouses that you have worn in the last year or so? (IF NO, SKIP TO 10a)

b. What are the most important things you look for in buying a winter blouse?

c. What materials are your readymade winter blouses made of?

d. Of all the materials you know about for readymade winter blouses, what material do you like best? (IF NO CHOICE, SKIP TO 10a)

e. Why do you like that material best for your winter blouses?

10a. Now, I'd like to ask you about raincoats -- do you have a readymade coat that is meant to be worn only in rainy weather?

b. And, a dual-purpose coat -- one that is meant to be worn in dry as well as rainy weather and is treated to be water repellent -- do you have a readymade dual-purpose coat? (IF NO ON BOTH 10a and 10b, SKIP TO 11a)

c. What are the most important things you look for in buying rainwear?

d. (IF YES ON 10a) What material is your raincoat made of?

e. (IF YES ON 10b) What material is your dual-purpose coat made of?

f. Of all the materials you know about for rainwear, what material do you like best? (IF NO CHOICE, SKIP TO 11a)

g. Why do you like that material best for rainwear?

11a. Now, please look at the list of garments on the other side of that card and tell me whether you have worn any in the last year or so that you've made for yourself? (IF NO, SKIP TO 17a) b. Which ones?

GARMENTS YOU MAY HAVE WORN IN THE LAST YEAR OR SO:	
SUMMER SKIRTS	PETTICOATS & HALF-SLIPS
SUMMER SUITS	WHOLE SLIPS
SUMMER DRESSES	SUMMER BLOUSES
BETWEEN-SEASONS DRESSES	WINTER BLOUSES
KNIT DRESSES	RAINWEAR

(IF SHE HAS NO HOMEMADE SUMMER SKIRTS, SUITS, DRESSES, BLOUSES AND BETWEEN-SEASONS DRESSES, SKIP TO 17a)

12. (IF SHE HAS HOMEMADE SUMMER SKIRTS, ASK):
   a. What materials are your homemade summer skirts made of?
   b. What material do you like best for your homemade summer skirts?
   c. Why do you like that material best for your homemade summer skirts?

13. (IF SHE HAS HOMEMADE SUMMER SUITS, ASK):
a. What materials are your homemade summer suits made of?
b. What material do you like best for your homemade summer suits?
c. Why do you like that material best for your homemade summer suits?

14. (IF SHE HAS HOMEMADE SUMMER DRESSES, ASK):
a. What materials are your homemade summer dresses made of?
b. What material do you like best for your homemade summer dresses?
c. Why do you like that material best for your homemade summer dresses?

15. (IF SHE HAS HOMEMADE BETWEEN-SEASONS DRESSES, ASK):
a. What materials are your homemade between-seasons dresses made of?
b. What material do you like best for your homemade between-seasons dresses?
c. Why do you like that material best for your homemade between-seasons dresses?

16. (IF SHE HAS HOMEMADE SUMMER BLOUSES, ASK):
a. What materials are your homemade summer blouses made of?
b. What material do you like best for your homemade summer blouses?
c. Why do you like that material best for your homemade summer blouses?

17a. We have been talking about materials you like for particular garments. Next, let's cover all of your ideas about a few materials. What we need now are your general, overall opinions. First, would you tell me everything you like about rayon?
b. Next, please tell me everything you don't like so well about rayon.

18a. Then, please tell me everything you like about cotton.
b. Next, please tell me everything you don't like so well about cotton.

19a. Please tell me everything you like about cotton-Dacron mixtures.
b. Next, please tell me everything you don't like so well about cotton-Dacron mixtures.

20a. Then, please tell me everything you like about all-Dacron.
b. Please tell me everything you don't like so well about all-Dacron.

21a. Then, please tell me everything you like about nylon.
b. Next, please tell me everything you don't like so well about nylon.

22a. How about dark cottons -- do you have clothes in any of the dark cottons? (IF NO, SKIP TO 23a)
b. What kinds of clothes do you have in the dark cottons?
c. Do you wear (any of) your dark cotton(s) at all times of the year or do you wear your dark cotton(s) only during certain seasons? (Which seasons?)

23a. (ASK EVERYBODY) What do you like about dark cottons?
b. What don't you like so well about dark cottons?
c. All in all, would you say that dark cottons are very satisfactory, satisfactory enough, or not satisfactory?

24a. And the new cotton weaves -- like cotton tweeds, brocades, and nubby cottons -- do you have clothes in any of the new cotton weaves? (IF NO, SKIP TO 25a)
b. What kinds of clothes do you have in the new cotton weaves?
c. Which of the new cotton weaves do you have?
d. Do you wear (any of) these cotton weave(s) at all times of the year or do you wear (it) these cotton weave(s) only during certain seasons? (Which seasons?)

25a. (ASK EVERYBODY) What do you like about the new cotton weaves?
b. What don't you like so well about the new cotton weaves?
c. All in all, would you say that the new cotton weaves are very satisfactory, satisfactory enough, or not satisfactory?

26a. Let's talk next about the new wash and wear materials including the drip-drys. What materials do you think of as being wash and wear?

b. What material do you think is best for women's wash and wear clothes? (IF NO CHOICE, SKIP TO 26d)

c. In what ways is that wash and wear material better than other wash and wear materials?

d. What kinds of clothes do you have in wash and wear fabrics?

e. What do you like about wash and wear clothes for women?

f. What don't you like so well about wash and wear clothes for women?

g. All in all, would you say that wash and wear clothes for women are very satisfactory, satisfactory enough, or not satisfactory?

27a. Next, we are interested in learning how you dress for different activities. For example, the last time you went to the grocery store what did you wear? (ASIDE FROM COAT AND HAT)

b. And, the last time you went downtown (to the city) to shop what did you wear?

c. What did you wear the last time you had guests in for the evening?

d. What were you wearing the last time you spent an evening at home alone or with just your family?

e. What did you wear the last time you were watching a movie in a neighborhood or downtown theater, not a drive-in?

f. What did you have on the last time you were doing a few hours of housework?

28a. What would you say are the difficulties or problems you run into most often when buying clothes for yourself?

b. In the last year or so have you wanted something to wear for a particular purpose and just couldn't find what you wanted? (What was it you wanted?)

c. If you were designing women's clothes, what would you want to change or improve about them?

29a. Have you shopped in a store and bought a readymade dress, suit, or skirt for yourself within the last year or so? (IF NO OR DON'T RECALL, SKIP TO 30a)

b. What was the last of these garments you bought -- a dress, a suit, or a skirt? (IF BOUGHT TWO OR MORE AT ONCE, SAY: Well, just pick one of them for us to talk about.)

c. Did you have any problems or difficulties in finding the (dress, suit, skirt) you wanted? (What were the problems?)

d. How important was the material when you were deciding -- was it the most important factor of all, one of the very important factors, somewhat important, or not at all important?

e. How did you happen to learn what the material was?

f. Did you talk about the material with the sales person? (IF NO OR DON'T RECALL, SKIP TO 29h)

g. Did she seem to know a great deal about the material, something about it, or not very much about it?

h. Did the sales person bring the (dresses, suits, skirts) to you or just help you select them from the racks or did you look them over without her help?

i. All in all, would you say that the sales person was a lot of help, some help, or no help at all in making your choice? (IF NO OPINION, SKIP TO 30a)

j. Would you tell me your reasons for saying that?

30a. That is all except for some statistical questions for background information. Are you employed outside the home? (Full-time or part-time?)

b. What was the last grade you completed in school?

c. Please look at this card and just give me the letter which covers your total family income before taxes. (RESPONDENTS WERE HANDED CARD SHOWING ANNUAL INCOME RANGES FROM UNDER $1,000 TO $10,000 OR MORE, IN BOTH WEEKLY AND YEARLY STEP INTERVALS)

d. AGE: (ESTIMATE FROM OBSERVATION UNLESS DOUBTFUL)

18 - 29
30 - 39
40 - 49
50 - 65

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